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HOUSEHOLD CONSUMER PREFERENCES

for

BREADED SHRIMP & BREADED FISH STICKS

PART 3

SUMMARY by INCOME GROUPS, HOUSEHOLD SIZE, HOMEMAKER AGE GROUPS, and OCCUPATION

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United States Department of the Interior, Douglas McKay, Secretary

Fish and Wildlife Service, John L. Farley, Director

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HOUSEHOLD CONSUMER PREFERENCES FOR BREADED SHRIMP AND BREADED FISH STICKS

Part 3 - Summary by Income Groups, Household Size, Homemaker Age Groups, and Occupation

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INTRODUCTION

This is the third in a series of reports resulting from a nation-wide survey of household consumer preferences for breaded shrimp and breaded fish sticks. The survey was made by National Family Opinion, Inc., Toledo, Ohio, in November 1954 under the direction of the Fish and Wildlife Service. Some additional supporting information about home and restaurant consumption of fish and shellfish was obtained also.

Important developments in the marketing of fishery products have occurred in recent years. Outstanding is the fact that frozen breaded fish sticks and, to a lesser extent, frozen breaded shrimp have made spectacular sales advances. Fish stick production jumped from 7.5 million pounds in 1953 to about 50 million pounds in 1954. Production in 1955 was 65 million pounds. It should be noted that the rate of increase of production is decreasing significantly. Breaded shrimp production started in a small way after World War II, rose very rapidly, and currently appears to have leveled off in 1954 at about 17 million pounds annually.

The fishing industry hopes that these favorable developments are based on permanent and perhaps expanding markets for fish sticks and shrimp. Reliable information has been lacking at the consumer level to provide the basis for examination of the marketing prospects for breaded shrimp and fish sticks. For the same reason the significance of the sudden phenomenal 1954 sales increase of these products in relation to the market for other fish products could not be evaluated. In the latter connection, the fragmentary information available has been used to support opposite opinions as to whether or not fish-stick sales represent supplementary purchases or substitutions for other fish products.

This report summarizes the information obtained from the survey by family income groups, household size groups, homemaker age groups and by occupation of the head of the household. Two fishery leaflets summarizing the data analyzed in several other ways have already been issued. Fishery Leaflet No. 424 presents the information summarized on a national and regional basis. Fishery Leaflet No. 425 presents an analysis of the replies with respondents classified in farm and nonfarm groups; and rural and by city size classification.

Special effort has been made to be as specific as possible in presenting conclusions and in presenting them in a way most likely to be of practical value to the fishing industry. Obviously, it is possible to draw somewhat different conclusions depending upon the weight given to the significance of certain details, and the limitations placed upon some segments of the data. For this reason an account of the survey methods and characteristics of the sample follow in a later section. The summaries of the answers to the questions are also given in detail in a subsequent section.

Briefly, the survey represents the tabulated results of a mailed questionnaire to 1,797 selected respondents, predominantly housewives, so chosen as to be representative of all households in the United States.

Summary

Consumption of breaded shrimp is concentrated among middle and upper income groups.

The percentage of households serving breaded shrimp increases moderately in relation to household size.

Young housewives buy breaded shrimp much more often than older homemakers. Consumption is higher among white-collar occupations than among occupations requiring manual skills.

The predominant marketing problem for breaded shrimp is to get consumers to try them. Nine out of ten homemakers trying breaded shrimp become satisfied customers.

The consumption of cooked fish sticks is related directly to family income status. Households serving cooked fish sticks during the past year ranged upward from 20 percent for families with less than $2,000 income per year to 50 percent for families with incomes over $10,000. The percentage of households serving fish sticks also increases in relation to household size up to families of five members.

Consumption of fish sticks is highest among homemakers under 25 years of age. Thereafter, there is a slightly downward trend for older age groups. Fish stick consumption is somewhat higher among white-collar occupations than among occupations requiring manual skills.

Roughly 60 percent of all American households represents the possible limits of the untapped market for fish sticks. Something like 85 percent of all homemakers buying fish sticks are satisfied with them.

BREADED SHRIMP

About one household in five uses breaded shrimp, either cooked or uncooked. Consumption does vary, however, by family income status, age of the homemaker, household size, occupation of the breadwinner and some other factors.

Nine out of ten housewives buying breaded shrimp are satisfied with them. The dominant merchandising problem therefore is to get housewives to try breaded shrimp.

Most of the large group which had not tried these products gave "No particular reason" as the answer when asked "Why haven't you tried them?" Insofar as the minority gave specific objections, some indicated an aversion for shrimp and others were not familiar with the product or the product was not available in local shopping centers. Significantly, only a very small percentage of those who had not tried breaded shrimp thought them too expensive.

When used by homemakers, breaded shrimp does not directly replace other fishery products. For the most part respondents indicated little indirect competition with other fishery products.

Housewives are well satisfied with the present package labeling as far as description of the contents is concerned, the manner in which to prepare the shrimp and suggested recipes. Most housewives prefer medium breaded shrimp if offered a choice of thin, medium and heavy breading. They also prefer the largest size shrimp and packaged in layers separated with paper rather than bulk packaging. Housewives prefer light golden colored cooked shrimp to darker colored cooked shrimp.

Consumption by Income Groups

Consumption of breaded shrimp is related directly to family income status. Consumption is concentrated among the middle and upper family income groups.

Consumption of breaded cooked shrimp ranges from about 24 percent to 37 percent for family income brackets above $5,000 per year (which accounts for about 61 percent of the total United States family personal income after Federal income taxes) and from 10 percent to 16 percent for groups below $5,000 per year.

Consumption of uncooked shrimp ranges from about 24 percent to about 34 percent for families in income brackets above $5,000 per year and from 13 percent to 23 percent for groups below that amount. Both cooked

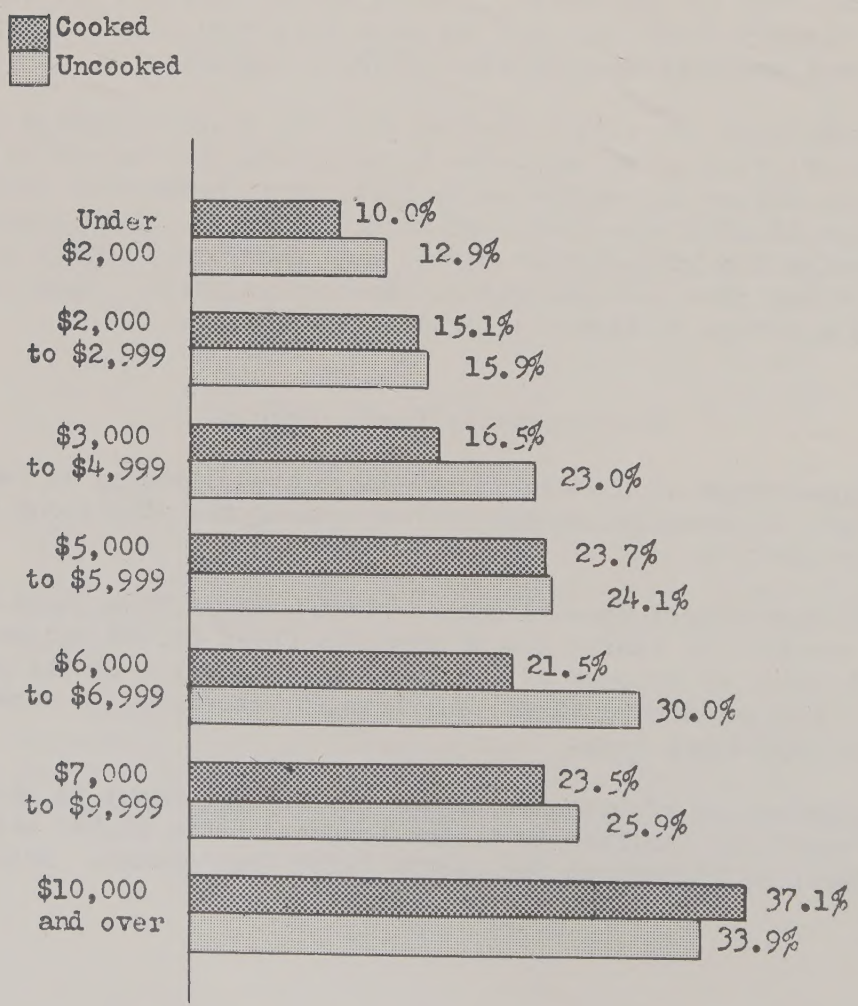
and uncooked shrimp consumption, therefore, concentrates in the middle and upper income groups, although the uncooked has a somewhat wider distribution among groups below $5,000 per year.

By far the greater percentage of homemakers in nearly all income groups liked both breaded cooked and uncooked shrimp after they had tried either one of the products.

Homemakers in all income groups except the very highest prefer a completely peeled breaded shrimp product as compared to fantail breaded shrimp. In general, housewives favor the 12-ounce package over the 10-ounce.

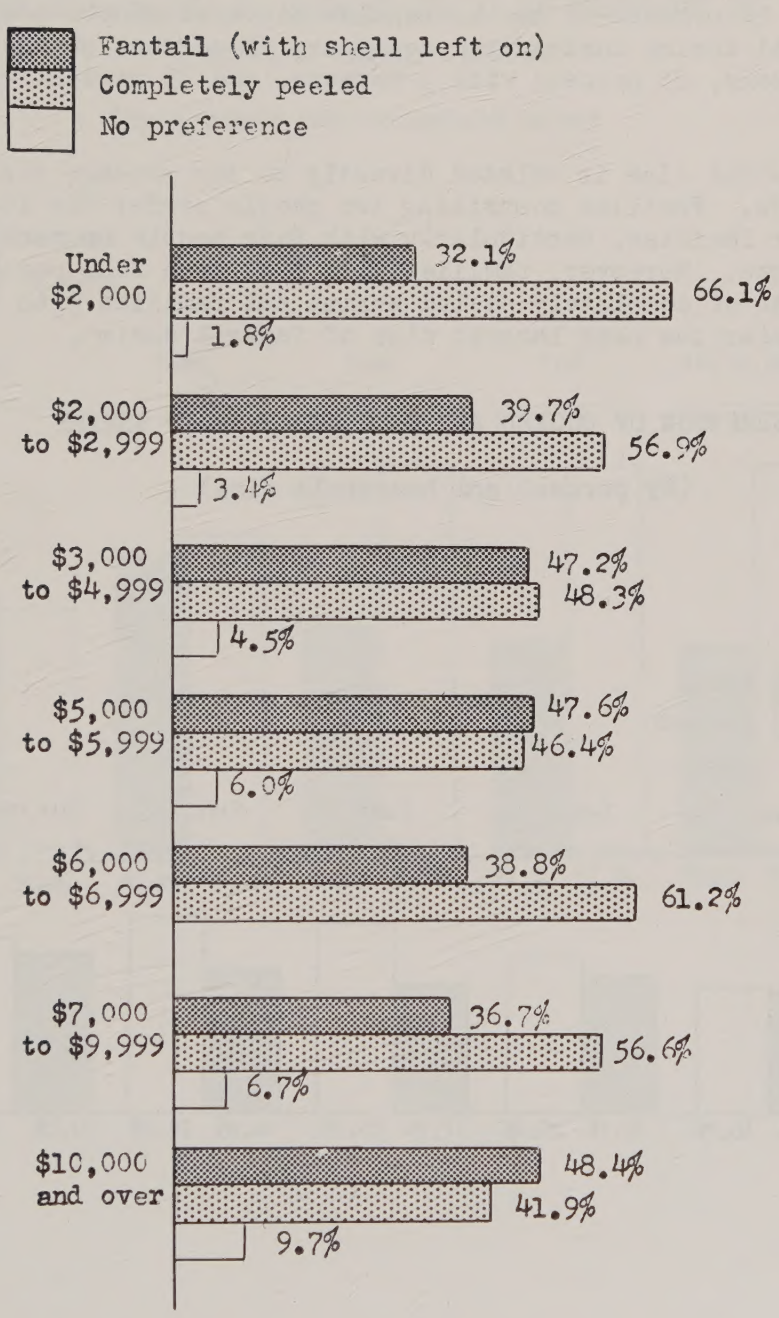
CONSUMPTION OF COOKED AND UNCOOKED BREADED SHRIMP

(By percent and income groups)



TYPE OF BREADED SHRIMP PREFERRED

(By percent and income groups)



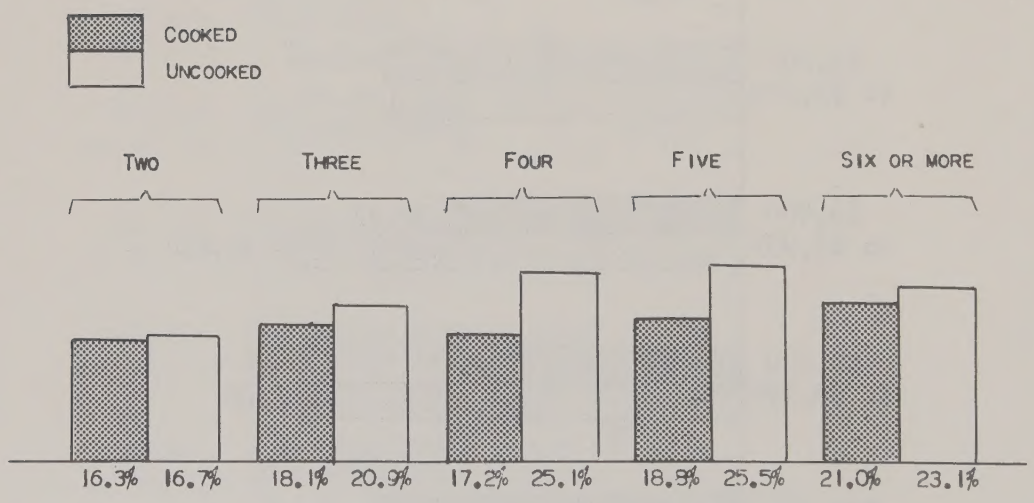
Consumption by Household Size

In general, consumption of both breaded cooked and uncooked shrimp tends to increase moderately in relation to the size of the household. This relationship is only a tendency, however, and in some instances, the increase is not progressive as among households of various sizes. For example, about 17 percent of the households composed of two people used breaded uncooked shrimp during the past year, 21 percent of the households with three persons, 25 percent with 5 persons, and 23 percent with more than 6 people.

Household size is related directly to the package size preferred by the housewife. Families comprising two people prefer the 10-ounce package; larger families, particularly with four people or more, prefer 12-ounce packages. Moreover, families with less than four people prefer the largest size of completely peeled shrimp and families with four or more people prefer the next largest size of fantail shrimp.

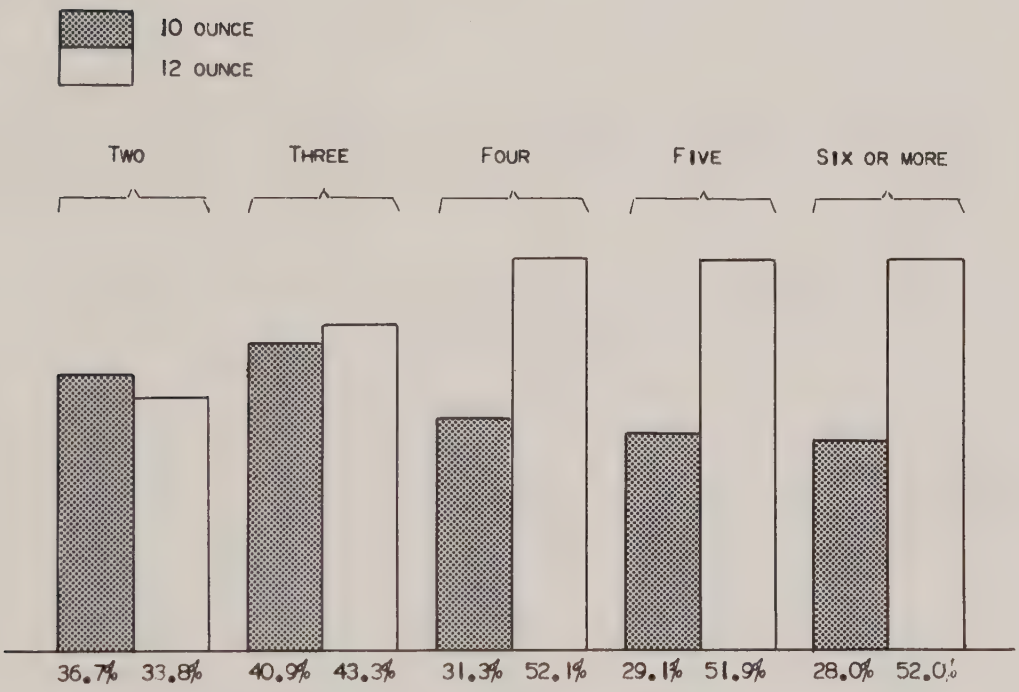
CONSUMPTION OF COOKED AND UNCOOKED BREADED SHRIMP

(By percent and household size)



SIZES OF PACKAGES OF BREADED SHRIMP AS PREFERRED BY SPECIFIED FAMILY GROUPS

(By percent and household size)



Consumption by Homemaker Age Groups

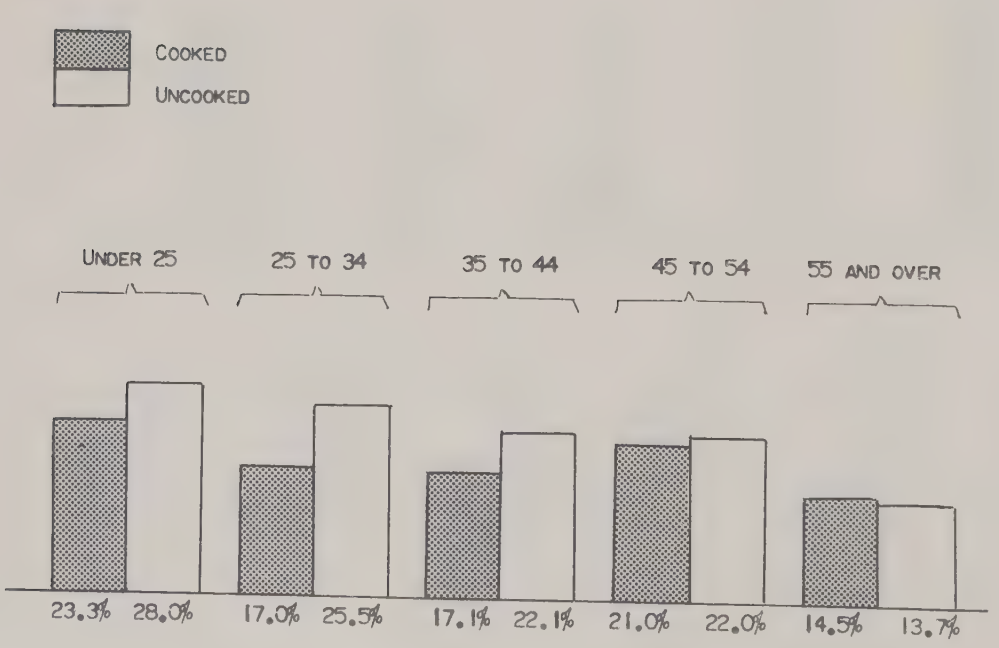
Young housewives buy breaded shrimp much more often than older homemakers. There is an inverse relationship between household consumption and the age of the homemaker. This relationship is most marked at the extremes of the age. For example, about 28 percent of the housewives under 25 used breaded uncooked shrimp as compared with 14 percent of the housewives over 55.

Housewives under 25 prefer the 10-ounce package although the 12-ounce package is a close second choice. Housewives in the 25 to 44 age groups favor the 12-ounce package over the 10-ounce in about the ratio of 2 to 1. Homemakers in age groups 45 and over have no particular preference between these two package sizes.

Housewives up to age 25 prefer fantail shrimp with peeled shrimp a close second choice. Housewives over 35 prefer peeled shrimp to fantail. Homemakers 45 and over prefer peeled shrimp to fantail by a ratio of about 2 to 1.

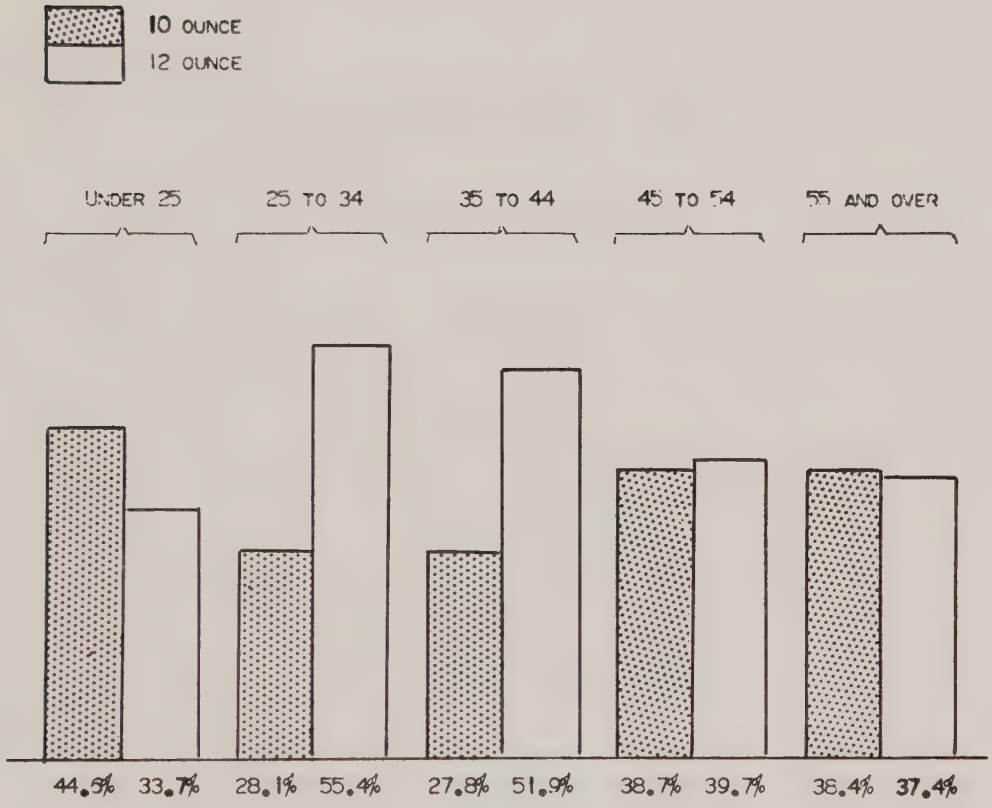
CONSUMPTION OF COOKED AND UNCOOKED BREADED SHRIMP

(By percent and homemaker age groups)



SIZES OF PACKAGES OF BREADED SHRIMP AS PREFERRED BY SPECIFIED HOMEMAKER AGE GROUPS

(By percent and homemaker age groups)

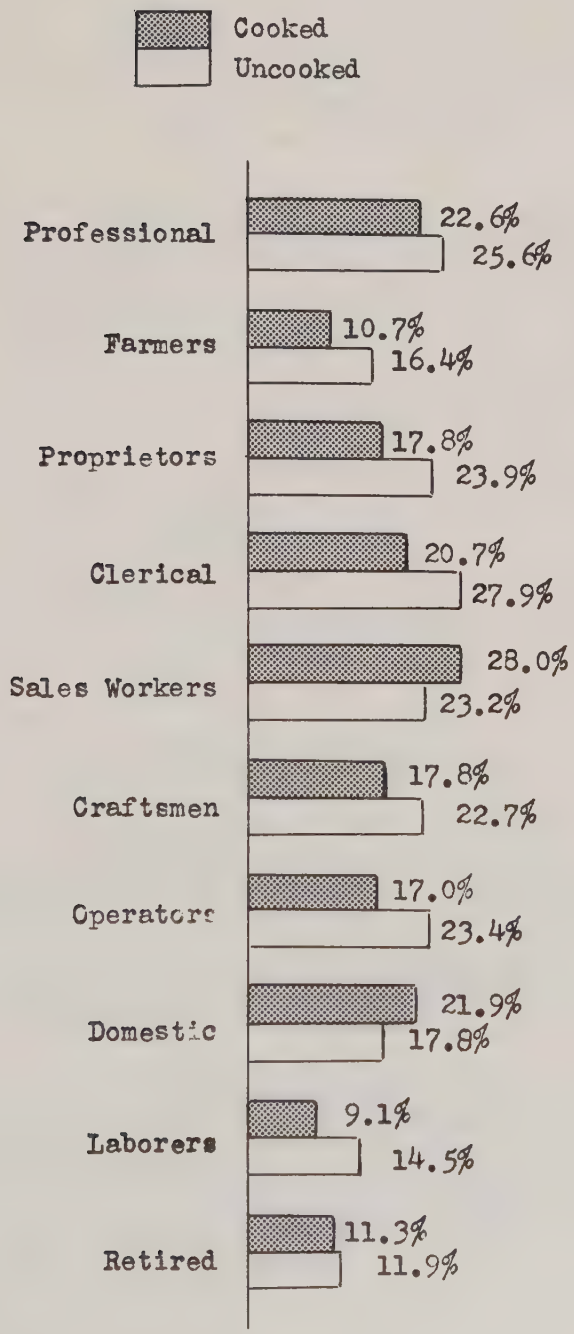


Consumption by Occupation

In general, consumption of breaded shrimp is higher among white-collar occupations than among occupations requiring manual skills. For example, about 28 percent of the households, in which family income is derived from one or more members of the family employed in sales work, served breaded cooked shrimp as compared with about 9 percent of households in which family income was derived from manual labor. For breaded uncooked shrimp, consumption is highest for clerical, professional, proprietary, machine operator, and sales occupations, and lowest among farmers, domestics, laborers and retired persons. With the exception of sales workers and domestics, all households reporting use of breaded shrimp, used more uncooked than cooked shrimp.

CONSUMPTION OF COOKED AND UNCOOKED BREADED SHRIMP

(By percent and occupations)



BREADED FISH STICKS

Less than 40 percent of all American households used fish sticks during the past year despite the phenomenal growth of this business. Consumers are familiar mainly with cooked fish sticks. The uncooked variety represents a small part of total trade in fish sticks with the greatest market in the South.

Roughly 60 percent of the American households represent the possible limits of the untapped markets. This percentage of households indicated that they had not tried them and homemakers in this group gave no definite indication that they would be prospective purchasers. For those households where fish sticks were used the consumer acceptance rate is very high. Something like 85 percent of all homemakers buying fish sticks are satisfied with them.

Fish sticks do not directly replace other fishery products. The majority of the respondents claimed that fish sticks do not replace completely other fishery products even in some degree. A minority, particularly among lower income groups, admitted that there was some partial substitution for other fishery products. Most homemakers are indifferent about the kind of fish contained in the fish stick. Housewives buy fish sticks as a distinct product rather than a kind of fish.

Fish sticks are used principally for the main meal. There is a minor and occasional use for fish sticks as snacks and hors d'oeuvres.

The largest size fish stick (8 to the 10-ounce package) is generally preferred to the next largest size. Housewives generally prefer fish sticks with moderate seasoning and medium breading.

Consumption by Income Groups

Consumption of cooked fish sticks is related directly to family income status with the consumption rate ranging upward progressively from about 20 percent for families with incomes of $2,000 or under per year to about 50 percent for incomes of $10,000 or more. The consumption rate is 39 percent or better for families with personal incomes $3,000 per year or over. Families in these latter groups represent in the aggregate about 88 percent of total United States family personal income after Federal income taxes.

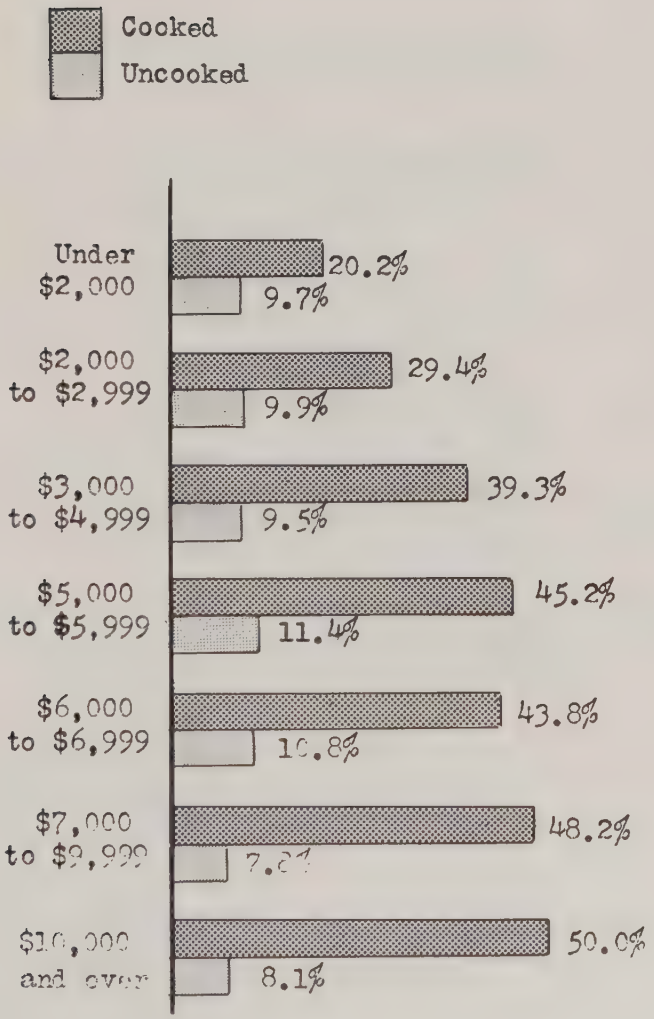
Consumption of uncooked fish sticks is unrelated apparently to family income status. The consumption rate is approximately 10 percent at all income levels.

Users of both types of products expressed a high degree of satisfaction.

Throughout all income ranges fish sticks did not replace completely other fishery products to any great degree although among low income families partial substitution was indicated.

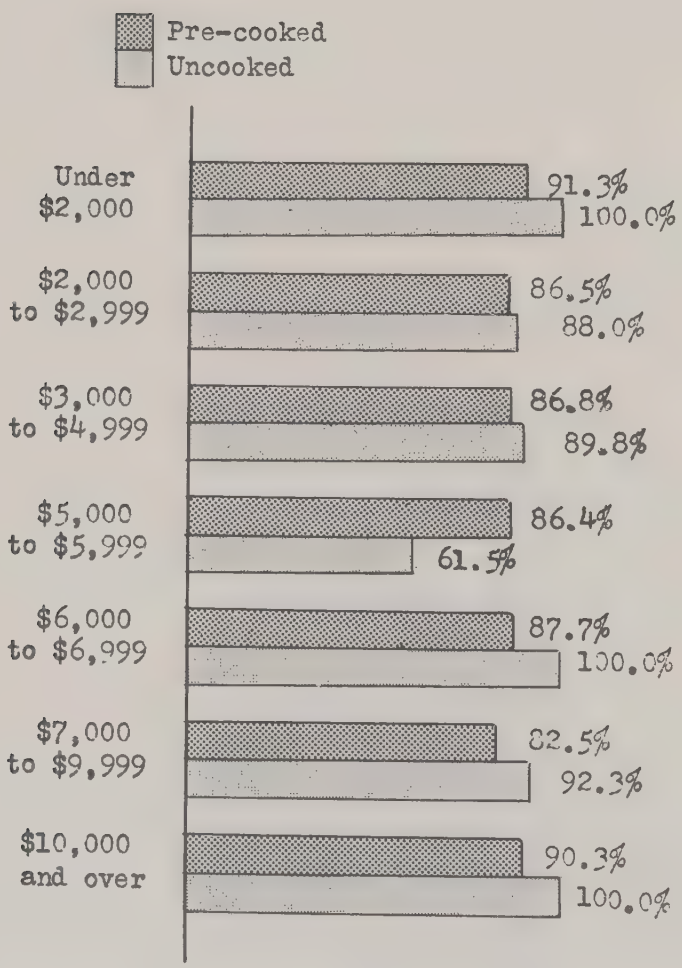
CONSUMPTION OF COOKED AND UNCOOKED FISH STICKS

(By percent and income groups)



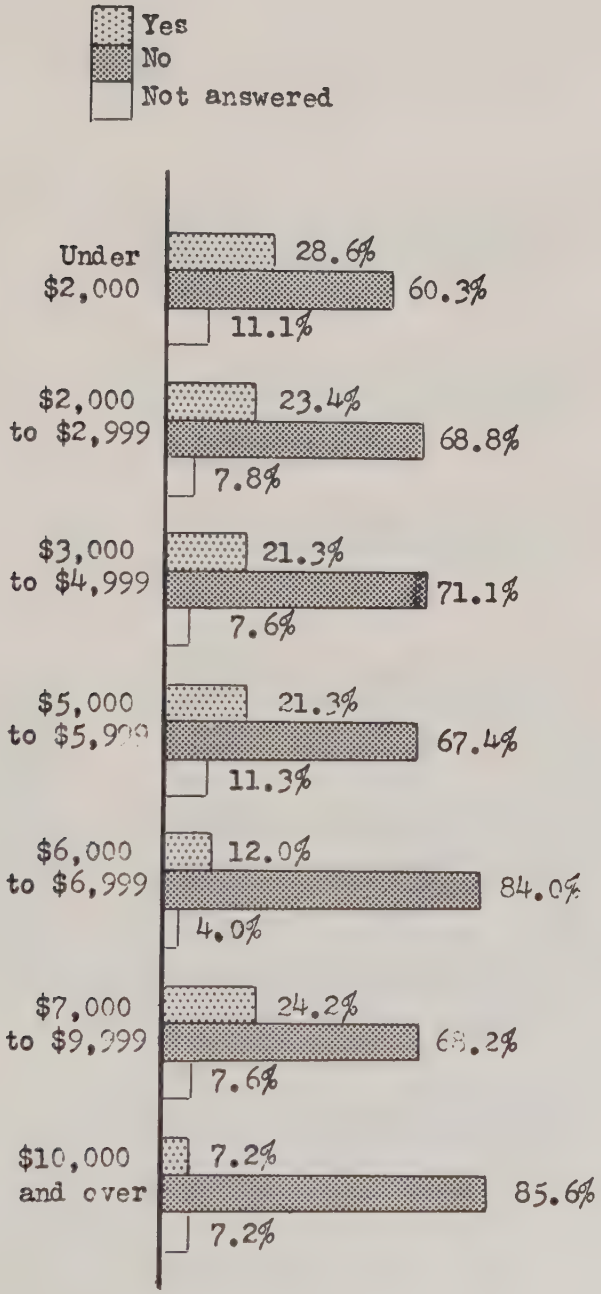
APPROVAL OF TESTED PRE-COOKED AND UNCOOKED FISH STICKS

(By percent of consumption in specified income groups)



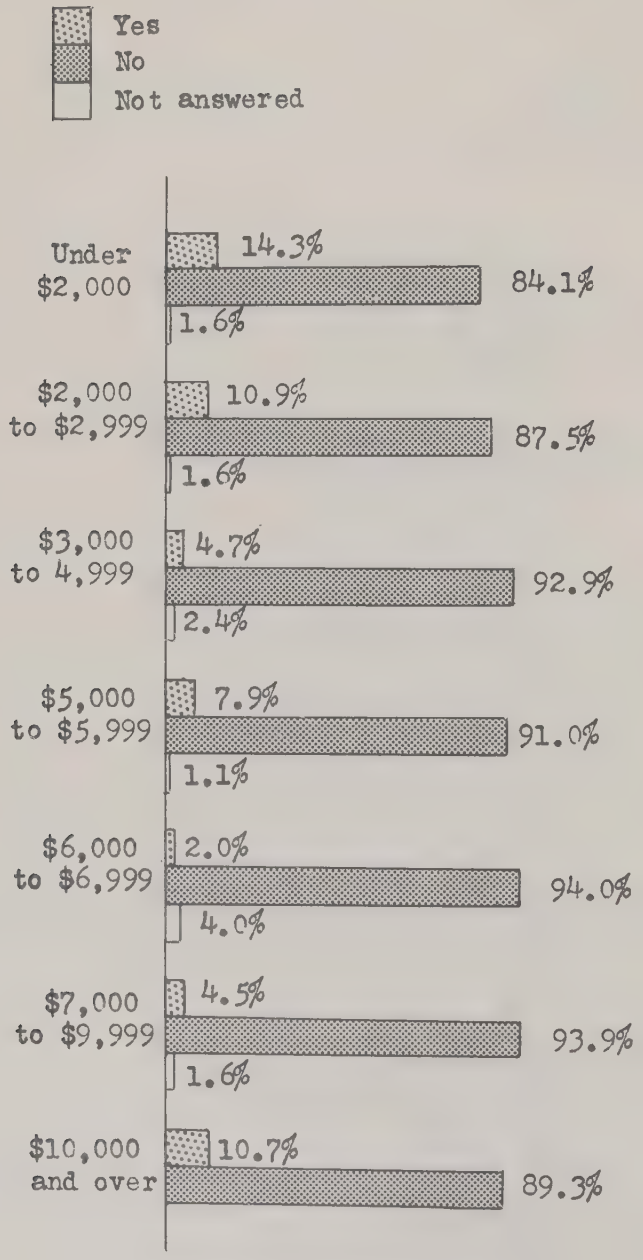
ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED PRE-COOKED FISH STICKS CAUSED YOU TO SERVE OTHER FISHERY PRODUCTS TO A LESS EXTENT?"

(By percent and income groups)



ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED PRE-COOKED FISH STICKS COMPLETELY REPLACED THE SERVING OF OTHER FISHERY PRODUCTS?"

(By percent and income groups)



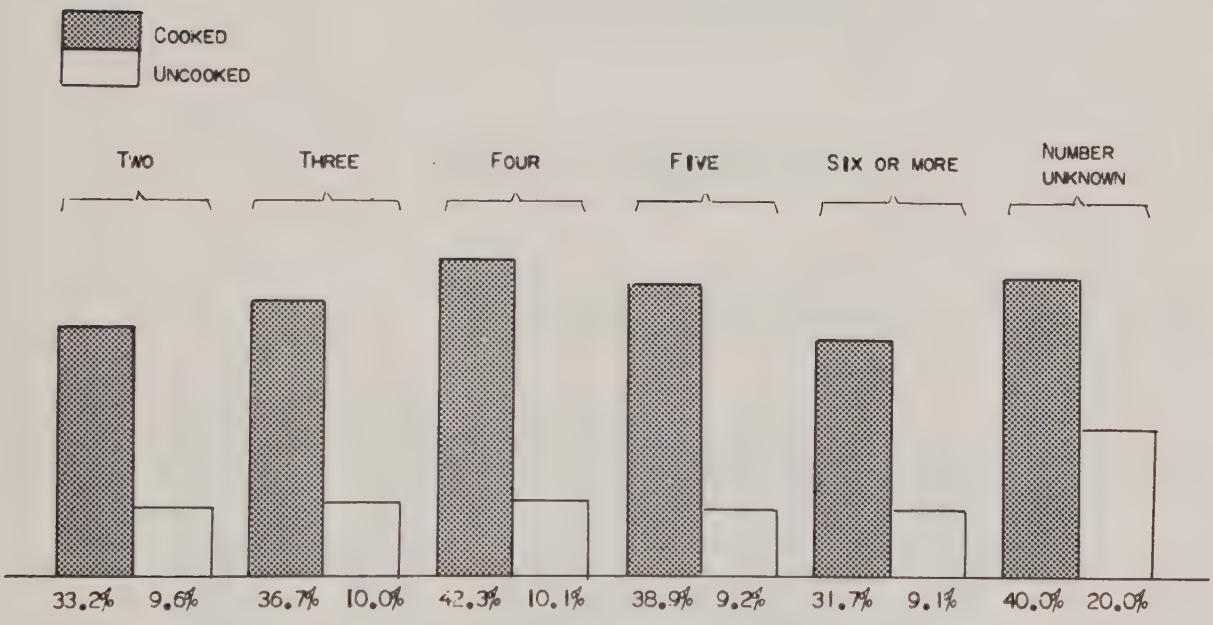
Consumption by Household Size

Consumption of cooked fish sticks increases progressively according to household size up to households under five members and thereafter declines moderately. Uncooked fish stick consumption is almost the same for all families irrespective of size.

Homemakers with families of three or more persons, indicated a marked preference for a 12-ounce package although this package was not available. Since the time this survey was undertaken a number of fish stick processing firms have placed on the market packages of larger size to respond to the demand of larger sized families for larger sized packages of fish sticks. Housewives irrespective of the size of their families, prefer the largest size fish stick (8 to the 10-ounce package).

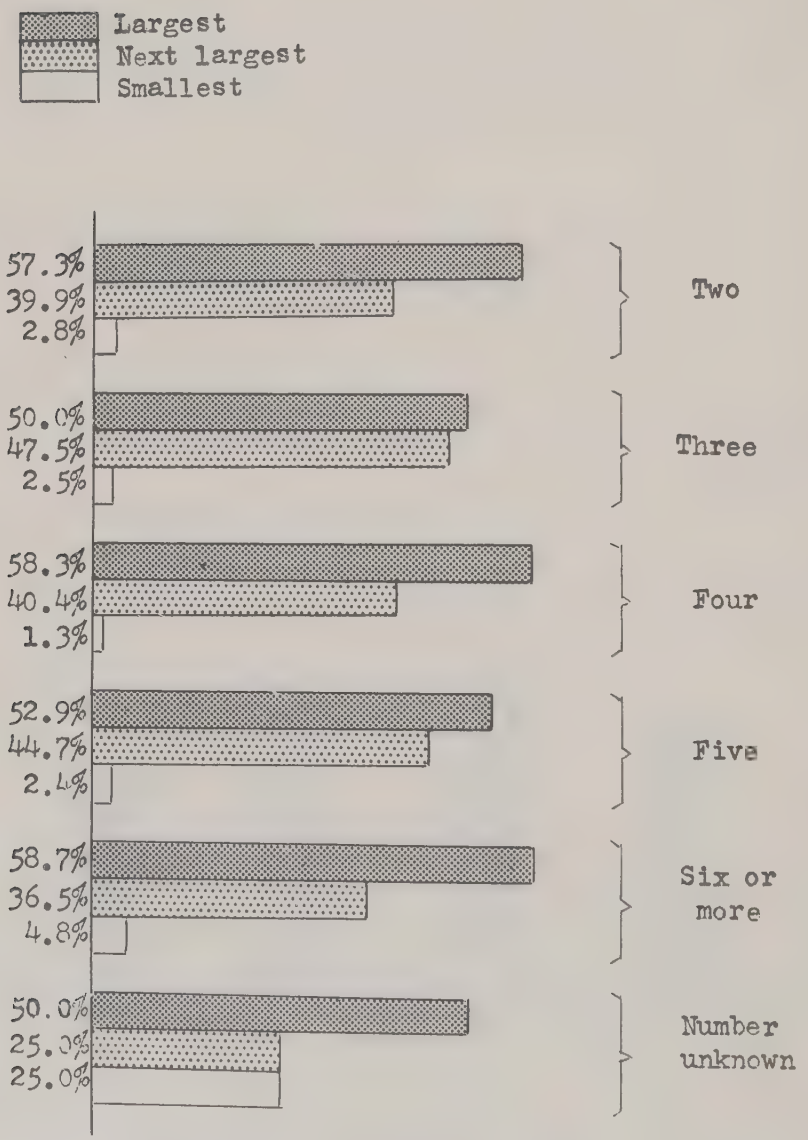
CONSUMPTION OF COOKED AND UNCOOKED FISH STICKS

(By percent and household size)



SIZE OF FISH STICKS PREFERRED

(By percent and household size)



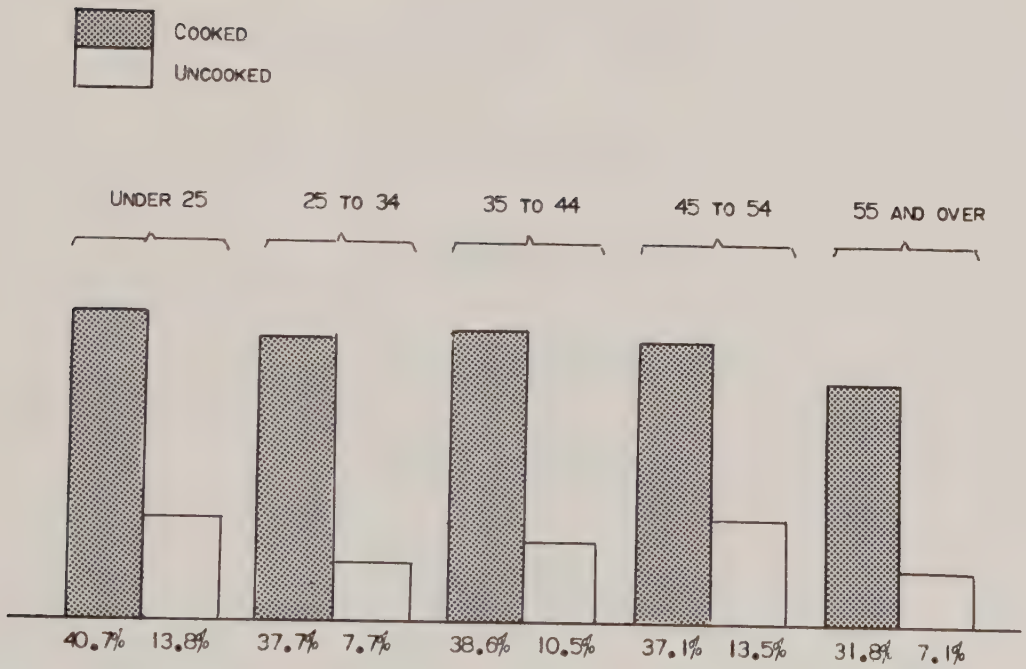
Consumption by Homemaker Age Groups

Consumption of fish sticks particularly of the cooked variety is highest among homemakers under 25 years old. Thereafter, there is a slight downward trend in use of this product by older age groups.

Housewives indicated a preference for a 12-ounce package, although this size was not available. This preference is particularly marked among homemakers in the 25 to 45 age groups where families are growing. As indicated above processors have since brought out large sized packages.

CONSUMPTION OF COOKED AND UNCOOKED BREADED FISH STICKS

(By percent and homemaker age groups)



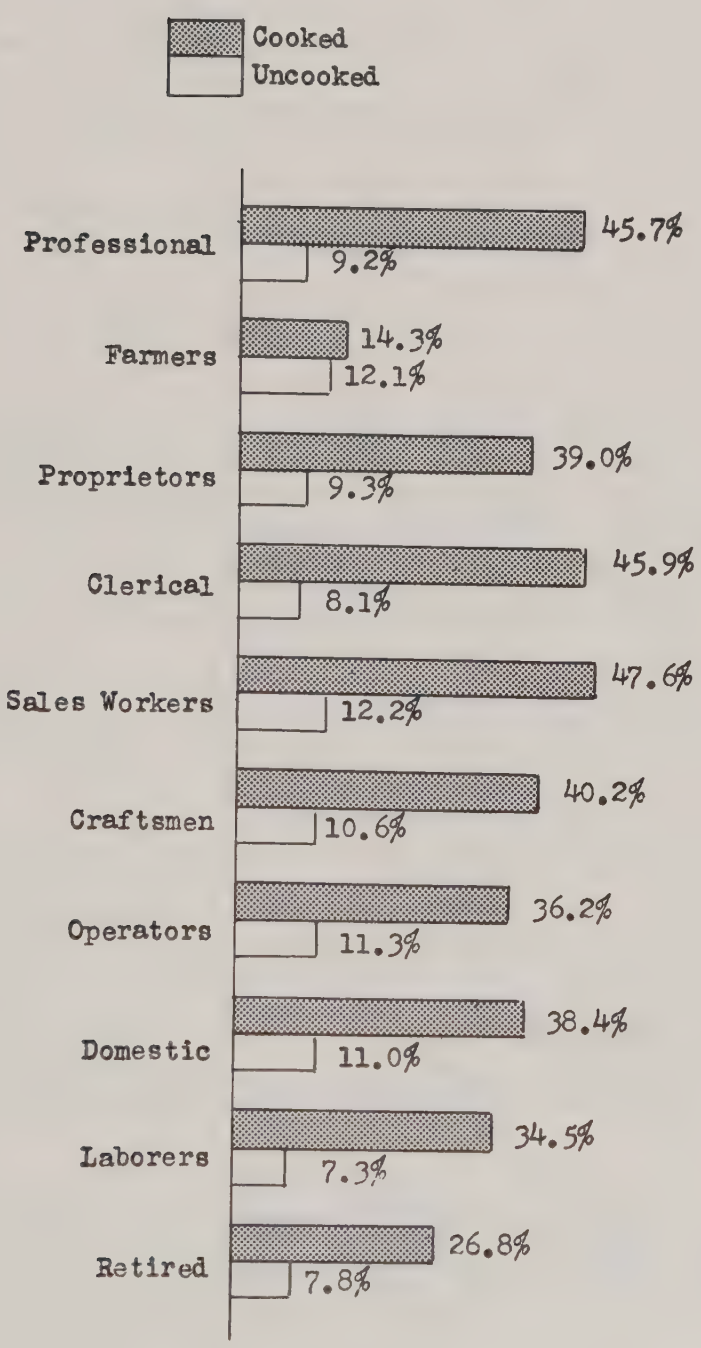
Consumption by Occupation

Consumption of cooked fish sticks varies only moderately between most occupations. Consumption is somewhat higher among white-collar occupations than among occupations requiring manual skills. Households in which family income is derived from sales work, clerical, and professional occupations have the highest rate of consumption and farmers, retired persons and laborers have the lowest rate.

Uncooked fish stick consumption varies only slightly between occupations. Cooked fish sticks are by far, of course, the most important of the two products.

CONSUMPTION OF COOKED AND UNCOOKED FISH STICKS

(By percent and occupations)



Family Home Consumption of Fish and Shellfish

The frequency with which fish and shellfish is served in households increases in relation to family income status. Fish and shellfish are used most frequently among families in the $5,000 to $7,000 annual income groups and least frequently among families with income under $3,000 per year.

Fish and shellfish are served less frequently in households in which the homemaker is under 25 years old. The frequency of serving does not vary greatly among family groups with homemakers of other ages, nor among families of various sizes. With the exception of farm families, the frequency of serving fish or shellfish does not vary greatly among families with incomes derived from various occupations.

Group Restaurant Consumption of Fish and Shellfish

There is a marked disparity between the extent to which families with less than $5,000 per year family income visit restaurants to eat fish and shellfish as compared to families with more than that amount. The latter eat these foods in restaurants to a much greater extent. When families with incomes under $5,000 do visit restaurants, however, they order fish and shellfish about as often as families with larger incomes. At least, 55 percent of all families with incomes less than $5,000 per year never eat fish or shellfish as a group in restaurants.

Families in which the age of the homemaker is 45 years or over visit restaurants for fish and shellfish meals more frequently than any other homemaker age category. Moreover, they order fish and shellfish more frequently than families with younger homemakers.

Families in which the age of the homemaker falls in the 25 to 34 years of age category visit restaurants as a group less often than any other homemaker age category. Families with homemakers in this age category, furthermore, are less likely to order fish or shellfish in restaurants than any other category.

In general, the larger the family the less likely the family as a group will eat in restaurants. There is only one chance in four that families with six or more members ever eat fish or shellfish as a group in restaurants.

Families of professional people, proprietors, sales workers and craftsmen visit restaurants as a group more often than those of domestics, laborers and farmers. However, all families irrespective of the occupation of the head of the household order fish or shellfish in restaurants about as often.

Survey Methods and Characteristics

A copy of the questionnaire which was used in the survey is reproduced in Fishery Leaflets Nos. 424 and 425, parts 1 and 2 of this study. The persons who received and filled out the questionnaire were predominantly housewives. All of the persons selected were members of two panels maintained by National Family Opinion, Inc., Toledo, Ohio. Each of the panels contained 1,000 members. A total of 2,000 questionnaires were mailed out and 1,797 usable replies were received. The households on the panels were selected so as to be representative of all the households in the United States. Certain controls were exercised in the selection of panels so that each is composed of the same proportion of different classes of households as exist in the makeup of all households in the United States. In addition, controls are exercised over distribution of the households among various sized communities, among various income groups of households, and among homemakers of various ages. The panels are stratified, therefore, to this degree. The sample for this survey, as taken from the two panels, represents by judgment a close approximation of the households of the nation. It is not a probability sample, however, and definite limits of error cannot be ascribed to any of the results.

Tabulations of the replies to the questionnaires are given in the following pages. Because of their nature, some of the questions were asked only part of the total number of respondents and the summaries are made accordingly. The number of respondents asked a particular question is given at the end of the summary. Some of the summaries are necessarily based on the number of answers given to the question, since in a mail survey sufficient control could not be exercised in the field work so that respondents who replied to the particular question could be adequately identified. Because of this and some other reasons, summaries to such questions had to be made on the basis of the total number of answers given in the survey. In these cases, the number of answers to a particular question is also given at the end of the summary. Such summaries, like all the others, are given in percentages. When the answers to any of the questions are desired on a unit basis rather than percentages, apply the percentages to the figure given beside "number asked" or "number of answers" at the end of a particular summary.

Some tabulations of the replies and, in particular, some tabulations of the smaller sub-classifications of the data are wholly inadequate for statistical purposes. These tabulations have been omitted from this report. In a few cases, tabulations have been included, although inadequate in some detail, in order to give some perspective to the nature of the response to a particular question.

SUMMARIES OF REPLIES TO QUESTIONS

BY

INCOME GROUPS

SUMMARIES TO REPLIES TO QUESTIONS

Breaded Shrimp Consumption

1. During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	10.0	15.1	16.5	23.7	21.5	23.5	37.1	17.7
No	89.4	82.2	82.7	75.9	78.5	75.9	62.9	81.4
Not answered, etc	.6	2.7	.8	.4	-	.6	-	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	341	252	618	228	130	166	62	1,797

If "NO", why haven't you tried them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
No particular reason	45.2	37.2	40.7	42.7	46.1	39.6	33.3	41.5
General aversion	25.2	28.5	20.8	21.4	19.6	25.4	17.9	23.2
Taste - does not like seafood or shrimp.	5.9	6.8	8.8	8.1	4.9	6.3	5.1	7.2
Other preference - prefer fresh or canned fish.	5.2	7.2	11.2	9.2	10.8	11.9	12.8	9.2
Never tried or not familiar with frozen breaded shrimp	7.2	6.8	6.1	3.5	8.8	5.6	10.3	6.4
Lack of cooking instructions	-	.6	.2	-	-	-	-	.1
Not available.	5.2	4.3	5.1	5.2	2.9	5.6	5.1	4.9
Health reasons - allergy, doctor's diet forbids, etc	1.0	1.4	1.4	2.3	2.0	1.6	5.1	1.6
Too expensive.	4.3	7.2	4.5	6.4	3.9	4.0	7.7	5.1
Religion	.8	-	.8	1.2	-	-	2.7	.6
Other reasons.	-	-	.4	-	1.0	-	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	305	207	511	173	102	126	39	1,463

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	82.4	94.7	91.2	81.5	89.3	84.6	82.6	87.4
No	17.6	5.3	8.8	18.5	10.7	15.4	17.4	12.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	34	38	102	54	28	39	23	318

If "YES", how many times during October did you serve them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Once	25.0	22.2	27.9	22.7	40.0	18.2	47.3	27.3
Twice	10.7	27.8	24.7	25.0	12.0	24.2	21.1	22.3
Three times	10.7	16.7	5.4	4.5	8.0	6.1	-	7.2
Four times	10.7	2.8	2.2	11.4	-	9.1	-	5.0
Five times	7.1	-	2.2	-	-	-	-	1.5
Six times	3.6	2.8	1.1	-	-	-	-	1.1
Seven times	-	-	1.1	-	-	-	-	.4
Nine times or more	3.6	-	1.1	-	-	-	-	.7
No number given and none	28.6	27.7	34.3	36.4	40.0	42.4	31.6	34.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	28	36	93	44	25	33	19	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3.

Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	14.3	11.1	7.5	15.9	4.0	3.0	5.3	9.0
No	82.1	86.1	92.5	81.8	96.0	97.0	94.7	89.9
Not answered, etc	3.6	2.8		2.3				1.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	28	36	93	44	25	33	19	278

If "YES", what type of fishery product(s) have the frozen breaded pre-cooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

4.

Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	7.2	19.4	19.4	15.9	24.0	15.2	10.5	16.9
No	71.4	66.7	75.2	70.5	76.0	81.8	89.5	74.8
Not answered, etc	21.4	13.9	5.4	13.6	-	3.0	-	8.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	28	36	93	44	25	33	19	278

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

Breaded Shrimp Consumption

5. Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Light golden	71.4	86.1	83.8	77.3	88.0	81.8	73.6	81.3
Darker brown	14.3	8.3	15.1	15.9	12.0	18.2	21.1	14.7
No preference	-	-	-	2.3	-	-	-	.4
Not answered, etc.	14.3	5.6	1.1	4.5	-	-	5.3	3.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	28	36	93	44	25	33	19	278

6. During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	12.9	15.9	23.0	24.1	30.0	25.9	33.9	21.4
No.	81.8	77.8	72.6	72.4	69.2	71.7	62.9	74.4
Not answered, etc	5.3	6.3	4.4	3.5	.8	2.4	3.2	4.2
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	341	252	618	228	130	166	62	1,797

If "NO", why haven't you tried them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
No particular reason	57.0	52.6	49.9	50.9	64.4	44.5	35.9	52.0
General aversion	17.9	21.4	18.7	17.0	14.4	21.0	17.9	18.6
Taste - does not like seafood or shrimp	6.1	5.1	8.7	7.9	1.1	5.1	7.7	6.7
Other preference - prefer fresh or canned fish	4.3	5.6	9.6	13.3	6.7	15.1	23.1	9.1
Never tried or not familiar with frozen breaded shrimp.	6.1	5.1	4.5	1.2	4.4	5.9	-	4.5
Lack of cooking instructions.	-	-	.4	-	-	-	-	.1
Not available	3.2	4.1	2.2	2.4	4.4	.8	5.1	2.8
Health reasons - allergy, doctor's diet forbids, etc.	1.1	1.5	1.1	1.9	2.2	3.4	5.1	1.6
Too expensive	3.6	4.6	3.8	4.2	1.2	3.4	2.6	3.7
Religion	.7	-	.7	1.2	-	-	2.6	.6
Other reasons	-	-	.4	-	1.2	.8	-	.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	279	196	449	165	90	119	39	1,337

SUMMARIES OF REPLIES TO QUESTIONS

7. Breaded Shrimp Consumption

If you have served frozen breaded uncooked shrimp did you like them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	81.8	92.5	91.5	98.2	87.2	93.0	95.2	91.4
No.	18.2	7.5	8.5	1.8	12.8	7.0	4.8	8.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	44	40	142	55	39	43	21	384

If "YES", how many times during October did you serve them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Once.	8.3	18.9	30.0	18.5	23.5	27.5	20.0	23.4
Twice	25.0	18.9	14.6	20.4	11.8	15.0	30.0	17.7
Three times	11.1	8.1	2.3	11.1	2.9	5.0	-	5.4
Four times.	13.9	8.1	8.5	9.3	6.0	2.5	-	7.7
Five times.	2.8	2.7	2.3	3.7	-	2.5	-	2.3
Six times	-	2.7	1.5	1.9	2.9	-	-	1.4
Seven times	2.8	-	-	-	-	-	-	.3
Eight times	2.8	-	-	-	-	-	-	.3
No number given and none	33.3	40.6	40.8	35.1	52.9	47.5	50.0	41.5
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	36	37	130	54	34	40	20	351

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

8. Breaded Shrimp Consumption

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	19.4	5.4	6.2	3.7	5.9	10.0	5.0	7.4
No.	72.2	89.2	89.2	96.3	94.1	90.0	95.0	89.5
Not answered, etc	8.4	5.4	4.6	-	-	-	-	3.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	36	37	130	54	34	40	20	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

9. Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	22.2	18.9	13.9	22.2	11.8	15.0	15.0	16.5
No.	55.6	70.3	79.2	74.1	88.2	80.0	80.0	76.1
Not answered, etc.	22.2	10.8	6.9	3.7	-	5.0	5.0	7.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	36	37	130	54	34	40	20	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

10. If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Prefer pre-cooked . .	35.7	40.0	26.5	45.9	42.8	21.1	10.0	31.8
Quicker served . .	28.6	33.3	24.5	41.7	35.7	15.8	10.0	27.6
Browner.	-	6.7	-	-	-	-	-	.7
Other reasons. . .	-	-	2.0	-	-	-	-	.7
No particular reason	7.1	-	-	4.2	7.1	5.3	-	2.8
Prefer uncooked . . .	42.9	26.8	42.9	29.1	28.6	57.8	40.0	39.3
More crisp	14.3	6.7	6.1	4.2	-	5.3	-	5.5
Better taste . . .	28.6	6.7	28.6	20.7	21.5	36.7	30.0	25.5
Other reasons. . .	-	6.7	-	4.2	7.1	-	10.0	2.8
No particular reason.	-	6.7	8.2	-	-	15.8	-	5.5
No particular preference	21.4	33.2	30.6	25.0	28.6	21.1	50.0	28.9
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers . .	14	15	49	24	14	19	10	145

SUMMARIES OF REPLIES TO QUESTIONS

11. Breaded Shrimp Consumption

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	82.1	85.7	93.7	92.9	95.8	100.0	96.7	92.5
No	17.9	14.3	6.3	7.1	4.2	-	3.3	7.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	56	56	175	85	48	59	30	509

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

12.

How much breading do you like on breaded shrimp?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Heavy breading	10.5	8.8	11.7	8.2	8.0	8.3	9.7	9.9
Medium breading	77.2	75.4	72.6	67.1	74.0	76.7	64.5	72.6
Thin breading	12.3	15.8	15.7	24.7	18.0	15.0	25.8	17.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	57	57	179	85	50	60	31	519

SUMMARIES OF REPLIES TO QUESTIONS

13. Breaded Shrimp Consumption

Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Largest.	40.7	43.4	50.0	48.2	42.6	50.9	48.3	47.3
Next largest . . .	38.9	30.2	38.4	33.7	40.4	33.3	34.5	36.2
Third largest. . .	7.4	18.9	9.9	15.7	12.8	15.8	13.8	12.7
Smallest	13.0	7.5	1.7	2.4	4.2	-	3.4	3.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers . .	54	53	172	83	47	57	29	495

SECOND CHOICE

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Largest.	5.8	9.8	9.3	3.7	13.0	10.7	10.3	8.6
Next largest . . .	44.2	56.9	55.6	57.8	52.2	62.5	58.6	55.5
Third largest. . .	44.2	25.5	31.6	32.5	32.6	25.0	27.6	31.6
Smallest	5.8	7.8	3.5	6.0	2.2	1.8	3.5	4.3
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers . .	52	51	171	83	46	56	29	488

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

14. What size package of breaded shrimp do you prefer?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
8 oz.	25.9	22.4	10.5	8.5	12.5	13.6	16.1	14.2
10 oz	24.2	34.5	37.2	31.7	43.7	33.9	29.0	34.3
12 oz	43.1	39.7	45.3	56.1	35.4	50.8	38.7	45.5
16 oz	3.4	1.7	4.1	2.4	6.3	1.7	9.8	3.7
24 oz	-	-	.6	-	-	-	-	.1
No particular preference	-	1.7	1.7	-	-	-	3.2	1.0
Don't know.	3.4	-	.6	1.3	2.1	-	3.2	1.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers .	58	58	172	82	48	59	31	508

15. What type of breaded shrimp do you prefer to buy?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Fantail (with shell left on)	32.1	39.7	47.2	47.6	38.8	36.7	48.4	42.8
Completely peeled	66.1	56.9	48.3	46.4	61.2	56.6	41.9	52.7
Other (not specified)	-	-	.6	-	-	1.7	-	.4
No particular preference. . . .	1.8	3.4	3.9	6.0	-	5.0	9.7	4.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers.	56	58	178	84	49	60	31	516

16. Breaded Shrimp Consumption

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Bulk	10.3	6.9	7.7	4.8	2.1	6.7	9.7	6.9
Layers	62.1	74.1	72.6	76.2	81.6	76.6	61.3	72.8
No particular preference	27.6	19.0	19.7	19.0	16.3	16.7	29.0	20.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers.	58	58	183	84	49	60	31	523

17.

For what purposes have you served breaded shrimp during the past year?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Main meal	63.3	81.0	67.9	61.1	70.6	72.8	77.4	69.1
Snacks	13.3	6.9	5.4	7.1	7.8	5.1	6.5	7.0
Hors d'oeuvres	1.7	-	.6	-	-	-	-	.4
Main meal and snacks	20.0	8.7	22.8	24.7	15.7	13.6	3.2	18.4
Main meal and hors d'oeuvres	-	-	1.1	2.4	3.9	3.4	3.2	1.7
Snacks and hors d'oeuvres	-	1.7	1.1	1.2	2.0	5.1	-	1.5
Main meal, snacks and hors d'oeuvres	-	-	1.1	3.5	-	-	9.7	1.5
Other (not specified)	1.7	1.7	-	-	-	-	-	.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	60	58	184	85	51	59	31	528

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

18. During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	20.2	29.4	39.3	45.2	43.8	48.2	50.0	36.6
No	73.6	65.5	58.6	53.9	54.6	50.6	50.0	60.5
Not answered, etc.	6.2	5.1	2.1	.9	1.6	1.2	-	2.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	341	252	618	228	130	166	62	1,797

If "NO", why haven't you tried them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
No particular reason	64.4	61.8	63.5	61.0	60.6	54.7	61.2	62.3
General aversion	8.8	9.1	6.6	9.8	12.7	15.5	6.5	8.9
Taste - does not like fish	2.8	2.4	4.4	4.1	1.5	3.6	9.7	3.6
Other preference - prefers fresh or canned fish or fresh shellfish	6.8	10.3	12.4	10.6	9.8	10.7	3.2	10.0
Never tried or not familiar with fish sticks	7.2	6.7	6.9	8.1	7.0	8.3	3.2	7.1
Lack of cooking instructions	-	-	.3	-	-	-	-	.1
Not available	8.4	6.7	2.8	1.6	5.6	4.8	6.5	4.9
Health reasons - allergy, doctor's diet forbids, etc.	.8	.6	.8	1.6	-	2.4	6.5	1.1
Too expensive	.4	2.4	1.7	2.4	2.8	-	3.2	1.6
Religion	-	-	.3	.8	-	-	-	.2
Other reasons	.4	-	.3	-	-	-	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	251	165	362	123	71	84	31	1,087

19. Fish Stick Consumption

If you have served frozen breaded pre-cooked fish sticks, did you like them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	91.3	86.5	86.8	86.4	87.7	82.5	90.3	86.9
No	8.7	13.5	13.2	13.6	12.3	17.5	9.7	13.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	69	74	243	103	57	80	31	657

If "YES", how many times during October did you serve them?

	Under $2,000	$2,000 to 2,999	$3,000 to 3,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Once	14.3	17.2	28.3	29.2	30.0	24.2	35.6	25.7
Twice	42.9	23.4	24.2	22.5	32.0	27.3	25.0	27.0
Three times	7.9	12.5	9.5	13.5	6.0	12.1	7.2	10.2
Four times	11.1	7.8	9.0	9.0	4.0	7.6	7.2	8.4
Five times	-	1.6	2.4	-	2.0	1.5	-	1.4
Six times	-	1.6	1.4	-	-	-	-	.7
Seven times	1.6	1.6	.5	1.1	-	-	-	.7
Eight times	-	-	.5	2.2	-	-	-	.5
Nine times or more	3.2	3.1	-	-	-	-	-	.7
No number given and none	19.0	31.2	24.2	22.5	26.0	27.3	25.0	24.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	63	64	211	89	50	66	28	571

If "NO", why didn't you like them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Tasteless	33.3	50.0	40.6	42.9	-	21.4	33.3	34.9
Fishy in taste	-	-	15.6	14.4	28.6	21.4	33.4	15.1
Limp	16.7	-	12.5	7.1	42.8	14.3	33.3	14.0
Prefer shrimp cocktail	-	10.0	3.1	21.4	14.3	14.3	-	9.3
Too dry	-	10.0	12.5	-	-	7.2	-	7.0
Too small	-	10.0	6.3	-	-	-	-	3.5
Do not stay warm long enough	-	-	-	-	14.3	-	-	1.1
Other reasons	-	-	-	7.1	-	-	-	1.1
No reason given	50.0	20.0	9.4	7.1	-	21.4	-	14.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	6	10	32	14	7	14	3	86

SUMMARIES OF REPLIES TO QUESTIONS

20. Fish Stick Consumption

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	14.3	10.9	4.7	7.9	2.0	4.5	10.7	7.0
No.	84.1	87.5	92.9	91.0	94.0	93.9	89.3	91.1
Not answered, etc	1.6	1.6	2.4	1.1	4.0	1.6	-	1.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	63	64	211	89	50	66	28	571

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	28.6	23.4	21.3	21.3	12.0	24.2	7.2	21.2
No.	60.3	68.8	71.1	67.4	84.0	68.2	85.6	70.6
Not answered, etc	11.1	7.8	7.6	11.3	4.0	7.6	7.2	8.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	63	64	211	89	50	66	28	571

Fish Stick Consumption

21. Cont'd.

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Fresh fish	22.1	13.3	26.7	36.7	33.3	18.8	50.0	25.7
Frozen fish	16.6	6.7	15.6	10.5	33.3	31.2	50.0	17.4
Canned fish	5.6	19.9	11.1	5.3	-	-	-	8.3
Fresh shellfish	-	6.7	-	5.3	-	-	-	1.7
Frozen shellfish	-	-	2.2	5.3	-	-	-	1.7
Fresh fish and frozen fish	5.6	6.7	15.6	10.5	-	12.4	-	10.7
Fresh fish and canned fish	11.1	19.9	17.8	5.3	-	-	-	11.6
Fresh fish and fresh shellfish	-	-	-	5.3	-	-	-	.8
Frozen fish and canned fish	11.1	-	2.2	10.5	16.7	12.4	-	6.6
Canned fish and canned shellfish	-	-	2.2	-	-	-	-	.8
Fresh fish, frozen fish and canned fish	11.1	6.7	2.2	5.3	-	6.3	-	5.0
Fresh fish, frozen fish, fresh shellfish and frozen shellfish	5.6	-	-	-	-	-	-	.8
Fresh fish, fresh shellfish and canned shellfish	-	-	-	-	16.7	-	-	.8
Frozen fish, frozen shellfish and canned fish	-	-	-	-	-	6.3	-	.8
Fresh fish, fresh shellfish, canned fish and canned shellfish	5.6	-	-	-	-	-	-	.8
Fresh fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	-	-	-	6.3	-	.8
Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish	-	-	2.2	-	-	-	-	.8
Fresh fish, frozen fish, fresh shellfish, frozen shellfish and canned shellfish	-	6.7	-	-	-	-	-	.8
Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	-	6.7	-	-	-	-	-	.8
Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	2.2	-	-	-	-	.8
No type given	5.6	6.7	-	-	-	6.3	-	2.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	18	15	45	19	6	16	2	121

Fish Stick Consumption

22.

During the past year, have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	9.7	9.9	9.5	11.4	10.8	7.8	8.1	9.8
No	82.7	80.6	84.8	84.2	83.1	86.2	91.9	84.0
Not answered, etc	7.6	9.5	5.7	4.4	6.1	6.0	-	6.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	341	252	618	228	130	166	62	1,797

If "NO", why haven't you tried them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
No particular reason	69.7	67.5	64.6	60.9	66.6	55.2	59.6	64.6
General aversion	6.0	8.4	7.1	5.7	9.3	10.5	1.9	7.2
Taste - does not like fish	1.8	2.0	2.4	3.1	.9	2.1	3.5	2.3
Other preference - prefers fresh or canned fish or fresh shellfish	7.8	11.8	13.2	12.5	9.3	17.5	14.0	12.1
Never tried or not familiar with fish sticks	7.1	3.4	5.2	8.9	5.6	8.4	3.5	6.0
Lack of cooking instructions	-	-	.6	-	-	-	-	.2
Not available	5.0	4.9	5.0	5.7	7.4	4.9	10.5	5.4
Health reasons - allergy, doctor's diet forbids, etc	1.1	.5	.4	1.0	-	1.4	3.5	.8
Too expensive	.4	1.0	1.1	1.0	.9	-	-	.8
Religion	.4	-	-	.6	-	-	-	.1
Other reasons	.7	.5	.4	.6	-	-	3.5	.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	282	203	524	192	108	143	57	1,509

SUMMARIES OF REPLIES TO QUESTIONS

23. Fish Stick Consumption

If you have served frozen breaded uncooked fish sticks, did you like them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	100.0	88.0	89.8	61.5	100.0	92.3	100.0	88.6
No	-	12.0	10.2	38.5	-	7.7	-	11.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	33	25	59	26	14	13	5	175

If "YES", how many times during October did you serve them?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Once	21.2	18.2	41.5	43.6	28.7	33.4	20.0	31.6
Twice	33.3	18.2	11.3	18.8	7.1	25.0	20.0	18.7
Three times	6.1	22.7	7.5	18.8	-	8.3	-	9.7
Four times	9.1	9.1	3.8	-	7.1	8.3	-	5.8
Five times	3.0	-	3.8	-	-	-	-	1.9
Six times	-	-	1.9	-	-	-	-	.7
Eight times	3.0	-	-	-	-	-	-	.7
No number given and none	24.3	31.8	30.2	18.8	57.1	25.0	60.0	30.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	33	22	53	16	14	12	5	155

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

Fish Stick Consumption

24. Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	27.3	18.2	9.4	6.2	-	-	-	12.3
No	72.7	72.7	90.6	93.8	100.0	91.7	100.0	85.8
Not answered, etc	-	9.1	-	-	-	8.3	-	1.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	33	22	53	16	14	12	5	155

If "YES", what type of fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

25. Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	15.2	13.6	18.9	25.0	7.1	16.7	-	16.1
No	48.4	72.8	75.5	75.0	92.9	75.0	100.0	71.6
Not answered, etc	36.4	13.6	5.6	-	-	8.3	-	12.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	33	22	53	16	14	12	5	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Prefer pre-cooked . .	50.0	30.8	36.6	44.4	87.5	12.5	-	39.6
Quicker served. . .	50.0	30.8	33.3	44.4	87.5	12.5	-	38.3
No particular reason	-	-	3.3	-	-	-	-	1.3
Prefer uncooked . . .	10.0	23.1	26.6	33.3	12.5	50.0	-	24.6
Better taste. . . .	-	15.4	13.3	33.3	12.5	25.0	-	14.8
More crisp.	-	-	13.3	-	-	-	-	4.9
Other reasons . . .	10.0	7.7	-	-	-	25.0	-	4.9
No particular preference.	40.0	46.1	36.8	22.3	-	37.5	100.0	35.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers . .	10	13	30	9	8	8	3	81

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

27.

If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	84.1	97.2	94.6	93.4	98.3	98.6	93.8	94.1
No.	15.9	2.8	5.4	6.6	1.7	1.4	6.2	5.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	82	72	241	106	60	73	32	666

If "NO, how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

28.

How much breading do you like on breaded fish sticks?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Heavy breading	8.8	6.4	9.6	12.8	15.0	11.8	12.9	10.6
Medium breading	80.0	84.6	80.8	75.2	71.7	71.1	74.2	78.0
Thin breading	11.2	9.0	9.6	12.0	13.3	17.1	12.9	11.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	80	78	249	109	60	76	31	683

Fish Stick Consumption

29. Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Largest	45.3	58.6	54.5	57.4	54.2	58.9	62.5	55.2
Next largest	50.7	38.6	43.3	39.6	40.7	39.7	37.5	42.1
Smallest	4.0	2.8	2.2	3.0	5.1	1.4	-	2.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	75	70	231	101	59	73	32	641

SECOND CHOICE

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Largest	33.8	28.4	31.9	33.0	25.0	28.6	36.7	31.1
Next largest	46.5	61.2	54.0	60.6	57.1	57.1	56.7	55.7
Smallest	19.7	10.4	14.1	6.4	17.9	14.3	6.6	13.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	71	67	226	94	56	70	30	614

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30. What size package of breaded fish sticks do you prefer?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
8 oz.	24.7	21.5	16.3	17.0	10.2	11.0	25.8	17.3
10 oz	34.6	27.9	28.8	26.4	45.7	39.7	29.0	31.7
12 oz *	37.0	49.3	47.5	52.8	37.3	42.5	35.5	45.3
16 oz	3.7	-	3.3	3.8	6.8	2.7	9.7	3.6
24 oz	-	-	.4	-	-	-	-	.2
Others (size not given)	-	-	.8	-	-	2.7	-	.6
Don't know.	-	1.3	2.9	-	-	1.4	-	1.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers .	81	79	246	106	59	73	31	675

* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

Fish Stick Consumption

31. Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 7,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Not seasoned	14.3	13.9	13.2	7.3	10.0	14.3	12.1	12.3
Moderately seasoned	80.9	78.5	81.2	90.8	86.7	77.9	84.9	82.6
Highly seasoned. . .	4.8	7.6	5.6	1.9	3.3	7.8	3.0	5.1
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers. .	84	79	251	109	60	77	33	693

32. For what purposes have you served fish sticks during the past year?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Main meal	78.6	84.8	82.4	77.8	80.4	84.6	97.0	82.2
Snacks	10.7	3.8	5.6	4.6	8.2	5.1	-	5.8
Hors d'oeuvres. . .	-	-	-	-	1.6	-	3.0	.3
Main meal and snacks	10.7	11.4	10.8	14.8	8.2	6.4	-	10.2
Main meal and hors d'oeuvres. .	-	-	.4	.9	1.6	1.3	-	.6
Snacks and hors d'oeuvres. .	-	-	-	-	-	2.6	-	.3
Main meal, snacks and hors d'oeuvres	-	-	.8	1.9	-	-	-	.6
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers .	84	79	251	108	61	78	33	694

Fish Stick Consumption

33. The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind(species) of fish from which the fish sticks are made?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	43.0	38.2	33.3	44.0	30.5	37.7	53.1	37.9
No	57.0	61.8	66.7	56.0	69.5	62.3	46.9	62.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	79	76	240	100	59	77	32	663

If "YES", which kind (species) or kinds do you prefer?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Haddock	20.6	31.0	25.0	29.5	27.7	27.6	6.0	25.1
Cod	14.7	3.5	25.0	25.0	27.8	17.2	23.6	20.3
Ocean perch	23.5	13.8	15.0	15.9	11.1	10.3	17.6	15.5
Flounder or sole	8.9	3.5	8.7	2.3	11.1	7.0	17.6	7.6
Halibut	2.9	6.9	8.7	4.5	5.6	7.0	17.6	7.2
Rockfish	-	-	1.3	-	-	-	-	.4
Certain fresh-water fish	-	-	2.5	-	5.6	3.4	-	1.6
Other salt-water fish	2.9	-	-	-	-	3.4	-	.8
"Other" fish	-	3.5	-	2.3	-	3.4	-	1.2
No particular species listed	26.5	37.8	13.8	20.5	11.1	20.7	17.6	20.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	34	29	80	44	18	29	17	251

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

34. Are there any kind (species) of fish from which fish sticks are made that you do not like?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	21.0	12.7	9.7	22.7	17.0	8.2	34.6	15.0
No	79.0	87.3	90.3	77.3	83.0	91.8	65.4	85.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	62	63	207	88	47	61	26	554

If "YES", what kind (species) do you not like?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Cod	38.5	25.0	50.0	40.0	62.5	40.0	44.4	43.4
Haddock	-	-	10.0	5.0	-	20.0	11.1	6.0
Ocean perch	-	-	-	15.0	-	-	-	3.6
Rockfish	-	12.5	-	5.0	-	-	11.1	3.6
Halibut	-	-	5.0	5.0	-	-	-	2.4
Mullet	-	-	-	5.0	-	-	-	1.3
Certain fresh-water fish	7.7	-	-	10.0	-	-	-	3.6
Other salt-water fish	15.3	-	5.0	-	-	-	-	3.6
No particular species listed	38.5	62.5	30.0	15.0	37.5	40.0	33.4	32.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	13	8	20	20	8	5	9	83

SUMMARIES OF REPLIES TO QUESTIONS

Family Home Consumption

35. How many times during October did your family eat fish or shellfish as a main course at home?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
None	27.2	26.2	15.0	11.8	10.8	18.7	19.4	18.7
Once	6.2	5.6	6.8	5.3	10.8	10.8	8.1	7.0
Twice	11.7	15.1	15.4	15.8	15.4	18.7	12.9	14.9
Three times	9.7	9.1	11.3	16.2	6.9	7.2	9.7	10.6
Four times	17.6	16.6	21.8	24.6	32.2	20.5	27.4	21.5
Five times	5.9	6.0	9.9	10.5	8.5	9.6	12.9	8.6
Six times	4.4	8.3	7.0	6.1	6.9	5.4	3.2	6.3
Seven times	2.1	1.2	2.6	.9	.8	1.8	1.6	1.9
Eight times	2.3	2.8	5.0	3.5	3.1	3.6	-	3.6
Nine times or more	4.7	2.8	2.1	3.1	2.3	1.3	4.8	2.8
Not answered, etc.	8.2	6.3	3.1	2.2	2.3	2.4	-	4.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	341	252	618	228	130	166	62	1,797

36. Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	37.0	36.1	45.8	36.0	48.5	46.4	43.5	41.7
No	54.2	53.6	50.3	61.8	47.7	51.2	56.5	53.1
Not answered, etc	8.8	10.3	3.9	2.2	3.8	2.4	-	5.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	341	252	618	228	130	166	62	1,797

If "YES", what is the season?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Lent	12.7	17.5	27.5	37.8	31.7	35.0	29.6	26.1
Summer	25.3	20.9	26.9	19.5	38.0	22.1	25.9	25.5
Winter	22.2	20.9	16.6	12.2	12.7	22.1	18.5	17.9
Spring	20.6	14.3	14.5	8.5	3.2	10.4	3.7	13.1
Fall	5.6	4.4	2.5	7.3	3.2	1.3	3.7	3.7
"R" months	2.4	2.2	2.8	1.3	3.2	-	3.7	2.3
Advent	-	1.1	-	2.4	-	-	-	.4
Fall and winter	5.6	11.0	4.6	4.9	3.2	5.2	3.7	5.5
No season given	5.6	7.7	4.6	6.1	4.8	3.9	11.2	5.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	126	91	283	82	63	77	27	749

Group Restaurant Consumption

37. Do you and your family as a group ever eat fish or shellfish in restaurants?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	27.9	33.3	40.9	52.6	59.2	61.4	77.4	43.4
No	64.8	61.5	56.5	45.2	38.5	36.7	22.6	53.0
Not answered, etc	7.3	5.2	2.6	2.2	2.3	1.9	-	3.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	341	252	618	228	130	166	62	1,797

If "YES", why does your family as a group eat fish or shellfish in restaurants?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Like fish or shellfish	43.0	35.7	39.1	34.2	38.9	24.5	41.6	36.7
Restaurants prepare fish or shellfish better	13.7	15.5	15.4	20.0	18.2	25.5	12.5	17.3
More varied selections available	21.1	20.2	15.0	12.5	15.6	17.6	12.5	16.2
Don't like to cook fish at home	2.1	7.1	5.5	5.8	6.5	10.8	12.5	6.6
Price moderate	3.2	2.4	1.6	5.8	1.3	3.0	2.1	2.7
Eat out on Friday	1.1	2.4	6.3	5.0	6.5	5.9	8.3	5.2
Treat for family	1.1	6.0	6.3	5.8	3.9	3.9	4.2	4.9
Other reasons	-	-	.5	-	-	-	-	a/
No reason given	14.7	10.7	10.3	10.9	9.1	8.8	6.3	10.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	95	84	253	120	77	102	48	779

a/ Less than .05 percent.

Group Restaurant Consumption

38.

How many times during October did your family as a group eat in a restaurant?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
None	36.8	43.9	36.7	35.8	32.4	27.5	29.2	35.3
Once	16.8	10.7	19.8	15.8	10.4	15.7	10.4	15.8
Twice	16.8	17.9	14.6	11.7	16.9	12.7	8.3	14.4
Three times	8.4	7.1	8.3	10.8	11.7	15.7	2.1	9.5
Four times	7.4	6.0	8.3	8.3	6.5	10.8	16.7	8.6
Five times	4.2	1.2	5.1	3.3	3.9	2.9	10.4	4.2
Six times	1.1	2.4	3.6	4.2	5.2	3.9	6.3	3.6
Seven times	-	-	-	2.6	1.3	1.0	-	.6
Eight times	1.1	3.6	1.6	3.3	5.2	2.0	8.3	2.8
Nine times or more	6.3	6.0	2.0	3.3	6.5	7.8	8.3	4.7
Not answered, etc.	1.1	1.2	-	.9	-	-	-	.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	95	84	253	120	77	102	48	779

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
None	15.0	19.1	20.6	16.9	19.2	14.9	17.7	18.1
Once	36.6	40.5	36.9	31.1	15.4	29.7	26.5	32.3
Twice	30.0	21.3	25.6	19.5	36.5	29.7	23.5	26.4
Three times	11.7	4.3	7.5	16.9	15.4	16.2	5.9	11.1
Four times	3.3	6.4	5.0	7.8	7.7	6.8	11.8	6.3
Five times	-	-	3.1	2.6	3.9	-	2.9	2.0
Six times	1.7	2.1	1.3	1.3	1.9	2.7	5.9	2.0
Seven times	1.7	-	-	-	-	-	-	.2
Eight times	-	2.1	-	-	-	-	2.9	.4
Nine times or more	-	2.1	-	1.3	-	-	2.9	.6
Not answered, etc.	-	2.1	-	2.6	-	-	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	60	47	160	77	52	74	34	504

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

39.

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at other times during the year?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	24.2	23.8	24.1	25.0	19.5	22.5	29.2	23.9
No.	71.6	70.2	75.5	74.2	80.5	70.6	70.8	73.8
Not answered, etc	4.2	6.0	.4	.8	-	6.9	-	2.3
Total.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	95	84	253	120	77	102	48	779

If "YES", write season.

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 6	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Summer	21.7	15.0	39.3	53.3	60.0	30.4	14.3	35.4
Winter	21.7	25.0	16.4	13.3	13.3	21.6	28.5	18.8
Spring	8.8	5.0	3.3	-	6.7	-	-	3.2
Fall	13.0	10.0	6.6	3.4	-	4.4	14.3	7.0
Fall and winter.	4.4	5.0	6.6	-	-	8.8	14.3	5.4
Lent	13.0	15.0	18.0	23.3	20.0	30.4	14.3	19.4
"R" months	4.4	10.0	4.9	-	-	4.4	-	3.8
No particular season	13.0	15.0	4.9	6.7	-	-	14.3	7.0
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	23	20	61	30	15	23	14	186

SUMMARIES OF REPLIES TO QUESTIONS

Individual Consumption Away From Home

40.

During the month of October, were there steady workers in your family?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	46.6	71.4	89.0	89.0	90.7	91.0	87.1	78.7
No.	48.1	22.6	7.9	8.8	6.2	7.8	8.1	17.6
Not answered, etc.	5.3	6.0	3.1	2.2	3.1	1.2	4.8	3.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	341	252	618	228	130	166	62	1,797

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

41.

Do you now have enough information on fish and shellfish cookery?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	39.3	49.0	51.2	59.2	52.3	58.4	62.9	50.8
No.	48.4	39.8	43.9	37.3	45.4	36.1	32.3	42.3
Not answered, etc.	12.3	11.2	4.9	3.5	2.3	5.5	4.8	6.9
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	341	252	618	228	130	166	62	1,797

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

42.

How do you now get information on the preparation of fish and shellfish?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Cookbooks	36.4	39.7	48.0	53.5	46.9	48.7	54.8	45.5
Labels, wrappers, etc	7.0	7.9	12.6	14.9	18.5	16.3	14.5	12.0
Publications (magazines, newspapers, etc.)	9.7	10.7	11.3	7.0	14.6	13.3	12.9	10.9
Word of mouth	5.0	6.7	7.3	5.7	3.1	3.0	6.5	5.8
Family recipes	5.6	4.4	5.8	5.3	3.8	4.2	3.2	5.1
Radio and TV	.9	.4	1.1	.9	2.3	1.2	-	1.0
Recipes and pamphlets received in stores	-	1.2	.5	.4	2.3	-	-	.6
Other means	-	-	-	-	-	.6	-	.1
Not answered, etc	35.4	29.0	13.4	12.3	8.5	12.7	8.1	19.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	341	252	618	228	130	166	62	1,797

43.

Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	15.0	18.3	21.4	18.9	19.2	18.1	17.7	18.8
No	60.4	59.1	66.6	69.3	68.5	66.8	71.0	65.1
Not answered, etc	24.6	22.6	12.0	11.8	12.3	15.1	11.3	16.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	341	252	618	228	130	166	62	1,797

If "YES", what are they?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Publications (magazines, newspapers, etc.)	23.5	21.7	28.0	27.9	36.0	46.7	45.4	29.3
Cookbooks	31.3	28.3	30.3	30.2	16.0	30.0	18.2	28.7
Labels, wrappers, etc.	21.6	26.1	17.4	9.3	16.0	13.3	27.3	18.0
Radio and TV	9.8	11.0	9.1	9.3	12.0	3.3	9.1	9.2
Recipes and pamphlets received in stores	11.8	4.3	8.4	16.3	16.0	-	-	8.9
Word of mouth	2.0	4.3	6.8	4.7	-	6.7	-	4.7
Family recipes	-	-	-	2.3	4.0	-	-	.6
Other means	-	4.3	-	-	-	-	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	51	46	132	43	25	30	11	338

Recipes and fish cooking

44.

Do you, the homemaker, work outside of your home?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes	24.0	32.1	23.8	23.7	31.5	29.5	24.2	26.1
No.	74.5	65.9	75.5	75.9	68.5	69.9	75.8	73.0
Not answered, etc .	1.5	2.0	.7	.4	-	.6	-	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	341	252	618	228	130	166	62	1,797

If "YES", do you work full time or part time?

	Under $2,000	$2,000 to 2,999	$3,000 to 4,999	$5,000 to 5,999	$6,000 to 6,999	$7,000 to 9,999	$10,000 and over	Total
	%	%	%	%	%	%	%	%
Full time	35.4	42.0	45.6	46.3	65.9	69.4	66.6	48.2
Part time	64.6	58.0	54.4	53.7	34.1	30.6	26.7	51.6
Not answered, etc .	-	-	-	-	-	-	6.7	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	82	81	147	54	41	49	15	469

SUMMARIES OF REPLIES TO QUESTIONS

BY

HOUSEHOLD SIZE

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

1. During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Yes	16.3	18.1	17.2	18.8	21.0	10.0	17.7
No	82.3	80.7	82.3	80.8	79.0	90.0	81.4
Not answered, etc	1.4	1.2	.5	.4	-	-	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

If "NO", why haven't you tried them?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
No particular reason	40.2	42.4	38.6	41.8	48.3	44.4	41.5
General aversion	26.1	24.8	22.2	15.5	23.1	11.1	23.2
Taste - does not like seafood or shrimp	7.1	7.4	7.1	9.3	4.1	22.3	7.2
Other preference - prefer fresh or canned fish	12.1	7.4	8.4	9.8	6.1	-	9.2
Never tried or not familiar with frozen breaded shrimp	5.4	5.0	8.0	7.8	7.5	-	6.4
Lack of cooking instructions	-	-	-	.5	.7	-	.1
Not available	3.9	4.4	6.1	6.7	4.1	11.1	4.9
Health reasons - allergy, doctor's diet forbids, etc	2.2	2.1	1.3	.5	.7	-	1.6
Too expensive	2.2	5.6	7.4	6.7	5.4	11.1	5.1
Religion	.6	.6	.6	1.4	-	-	.6
Other reasons	.2	.3	.3	-	-	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	464	339	311	193	147	9	1,463

SUMMARIES OF REPLIES TO QUESTIONS

2. Breaded Shrimp Consumption

If you have served breaded pre-cooked shrimp, did you like them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	83.7	88.2	92.3	91.1	82.1	100.0	87.4
No	16.3	11.8	7.7	8.9	17.9	-	12.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	92	76	65	45	39	1	318

If "YES", how many times during October did you serve them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Once	23.3	34.3	28.3	26.8	21.9	-	27.3
Twice	28.6	13.4	30.0	12.2	25.0	-	22.3
Three times	7.8	7.5	5.0	5.0	9.4	100.0	7.2
Four times	6.5	3.0	1.7	7.3	9.4	-	5.0
Five times	-	1.5	3.3	2.4	-	-	1.5
Six times	2.6	-	-	2.4	-	-	1.1
Seven times	1.3	-	-	-	-	-	.4
Nine times or more	1.3	-	-	2.4	-	-	.7
No number given and none	28.6	40.3	31.7	41.5	34.3	-	34.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	77	67	60	41	32	1	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3.

Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	5.2	10.4	8.3	12.2	9.4	100.0	9.0
No.	92.2	89.6	91.7	85.4	90.6	-	89.9
Not answered, etc	2.6	-	-	2.4	-	-	1.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	77	67	60	41	32	1	278

If "YES", what type of fishery product(s) have the frozen breaded precooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

4.

Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	15.6	16.4	13.3	29.3	12.5	-	16.9
No.	81.8	76.1	76.7	56.1	78.1	-	74.8
Not answered, etc	2.6	7.5	10.0	14.6	9.4	100.0	8.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	77	67	60	41	32	1	278

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

5.

Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Light golden	83.1	80.6	75.0	82.9	87.5	100.0	81.3
Darker brown	14.3	14.9	20.0	12.2	9.4	-	14.7
No preference	-	-	1.7	-	-	-	.4
Not answered, etc.	2.6	4.5	3.3	4.9	3.1	-	3.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	77	67	60	41	32	1	278

6.

During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	16.7	20.9	25.1	25.5	23.1	30.0	21.4
No	77.8	74.5	70.9	71.1	75.8	60.0	74.4
Not answered, etc	5.5	4.6	4.0	3.4	1.1	10.0	4.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

If "NO", why haven't you tried them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
No particular reason	49.4	50.8	49.6	57.6	60.4	50.0	52.0
General aversion	19.1	20.8	19.8	13.5	17.0	-	18.6
Taste - does not like seafood or shrimp	6.8	6.7	6.3	8.2	3.5	33.3	6.7
Other preference - prefer fresh or canned fish	12.1	8.0	7.8	8.2	5.7	-	9.1
Never tried or not familiar with frozen breaded shrimp	5.7	3.5	3.7	5.3	3.5	-	4.5
Lack of cooking instructions	.2	-	-	.7	-	-	.1
Not available	1.1	3.8	4.9	2.4	2.1	16.7	2.8
Health reasons - allergy, doctor's diet forbids, etc	2.3	1.9	1.9	-	.7	-	1.6
Too expensive	2.5	3.5	4.9	2.9	6.4	-	3.7
Religion	.6	.6	.7	1.2	-	-	.6
Other reasons	.2	.4	.4	-	.7	-	.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	439	313	268	170	141	6	1,337

Breaded Shrimp Consumption

7. If you have served frozen breaded uncooked shrimp did you like them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	92.6	90.9	92.6	93.4	86.0	66.7	91.4
No.	7.4	9.1	7.4	6.6	14.0	33.3	8.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	94	88	95	61	43	3	384

If "YES", how many times during October did you serve them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Once	24.1	26.2	23.9	24.5	13.5	-	23.4
Twice.	13.8	21.3	15.9	21.1	16.2	50.0	17.7
Three times.	9.2	5.0	4.5	-	5.4	50.0	5.4
Four times	6.9	3.8	11.4	7.0	10.8	-	7.7
Five times	2.3	-	1.1	8.8	-	-	2.3
Six times.	-	1.3	2.3	1.8	2.7	-	1.4
Seven times.	-	-	1.1	-	-	-	.3
Eight times.	-	-	-	1.8	-	-	.3
No number given and none	43.7	42.4	39.8	35.0	51.4	-	41.5
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	87	80	88	57	37	2	351

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

8. Breaded Shrimp Consumption

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	9.2	6.2	6.8	8.8	2.7	50.0	7.4
No	86.2	93.8	88.6	91.2	89.2	50.0	89.5
Not answered, etc	4.6	-	4.6	-	8.1	-	3.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	87	80	88	57	37	2	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

9. Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	13.8	16.3	20.5	15.8	13.5	50.0	16.5
No	77.0	80.0	72.7	78.9	73.0	-	76.1
Not answered, etc	9.2	3.7	6.8	5.3	13.5	50.0	7.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	87	80	88	57	37	2	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

10. If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Prefer pre-cooked	31.7	34.5	30.5	38.0	22.2	-	31.8
Quicker served	22.0	31.0	27.7	38.0	22.2	-	27.6
Browner	-	-	2.8	-	-	-	.7
Other reasons	2.4	-	-	-	-	-	.7
No particular reason	7.3	3.5	-	-	-	-	2.8
Prefer uncooked	43.9	34.5	44.5	38.2	27.8	-	39.3
More crisp	4.9	10.4	5.6	4.8	-	-	5.5
Better taste	24.4	24.1	30.5	28.6	16.7	-	25.5
Other reasons	7.3	-	2.8	-	-	-	2.8
No particular reason	7.3	-	5.6	4.8	11.1	-	5.5
No particular preference	24.4	31.0	25.0	23.8	50.0	-	28.9
Totals	100.0	100.0	100.0	100.0	100.0	-	100.0
Number of answers	41	29	36	21	18	-	145

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

11.

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	93.1	91.5	90.3	97.5	90.7	100.0	92.5
No	6.9	8.5	9.7	2.5	9.3	-	7.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	131	129	113	80	54	2	509

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

12.

How much breading do you like on breaded shrimp?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Heavy breading	8.2	9.2	13.6	5.0	14.8	-	9.9
Medium breading	67.9	73.8	75.4	77.5	66.7	100.0	72.6
Thin breading	23.9	17.0	11.0	17.5	18.5	-	17.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	134	130	118	80	54	3	519

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

13. Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendix for sizes).

FIRST CHOICE

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Largest	55.2	45.3	37.5	51.4	47.2	66.7	47.3
Next largest	32.0	39.9	38.4	32.4	39.6	-	36.2
Third largest	8.8	11.7	23.2	10.8	5.7	-	12.7
Smallest	4.0	3.1	.9	5.4	7.5	33.3	3.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	125	128	112	74	53	3	495

SECOND CHOICE

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Largest	5.7	8.1	10.8	12.2	7.5	-	8.6
Next largest	59.3	52.4	55.0	59.5	49.1	66.7	55.5
Third largest	30.9	36.3	27.9	24.3	39.6	33.3	31.6
Smallest	4.1	3.2	6.3	4.0	3.8	-	4.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	123	124	111	74	53	3	488

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

14.

What size package of breaded shrimp do you prefer?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
8 oz.	24.1	12.6	7.0	12.7	12.0	-	14.2
10 oz	36.7	40.9	31.3	29.1	28.0	-	34.3
12 oz	33.8	43.3	52.1	51.9	52.0	100.0	45.5
16 oz	2.3	2.4	7.0	2.5	6.0	-	3.7
24 oz	-	-	-	-	2.0	-	.1
No particular preference.	.8	-	1.7	2.5	-	-	1.0
Don't know.	2.3	.8	.9	1.3	-	-	1.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	133	127	115	79	50	4	508

15.

What type of breaded shrimp do you prefer to buy?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Fantail (with shell left on).	36.6	43.0	48.3	55.0	30.9	-	42.8
Completely peeled	60.3	52.3	44.9	40.0	69.1	75.0	52.7
Other (not specified)	-	-	.8	1.3	-	-	.4
No particular preference.	3.1	4.7	6.0	3.7	-	25.0	4.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	131	128	118	80	55	4	516

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

16.

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Bulk	6.0	7.6	5.8	8.6	5.6	25.0	6.9
Layers	71.4	74.0	76.7	75.3	63.0	50.0	72.8
No particular preference	22.6	18.4	17.5	16.1	31.4	25.0	20.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	133	131	120	81	54	4	523

17.

For what purposes have you served breaded shrimp during the past year?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Main meal	70.1	77.2	73.6	61.0	52.7	25.0	69.1
Snacks	3.7	5.3	4.1	11.0	18.2	25.0	7.0
Hors d'oeuvres	-	1.5	-	-	-	-	.4
Main meal and snacks	19.4	12.8	14.9	23.2	27.3	50.0	18.4
Main meal and hors d'oeuvres	3.7	.8	.8	2.4	-	-	1.7
Snacks and hors d'oeuvres	2.3	.8	3.3	-	-	-	1.5
Main meal, snacks and hors d'oeuvres	.8	.8	3.3	2.4	-	-	1.5
Other (not specified)	-	.8	-	-	1.8	-	.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	134	132	121	82	55	4	528

18. Fish Stick Consumption

During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Yes	33.2	36.7	42.3	38.9	31.7	40.0	36.6
No	61.5	60.9	55.8	59.8	67.2	50.0	60.5
Not answered, etc	5.3	2.4	1.9	1.3	1.1	10.0	2.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

If "NO", why haven't you tried them?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
No particular reason	61.3	61.5	63.0	62.2	64.8	60.0	62.3
General aversion	11.0	10.2	8.5	4.9	6.4	-	8.9
Taste - does not like fish	2.6	5.9	2.8	4.2	1.6	20.0	3.6
Other preference - prefer fresh or canned fish or fresh shellfish	11.8	9.4	9.0	10.5	8.0	-	10.0
Never tried or not familiar with fish sticks	6.1	6.3	7.1	7.7	10.4	20.0	7.1
Lack of cooking instructions	-	-	-	.7	-	-	.1
Not available	5.2	3.1	6.2	7.7	3.2	-	4.9
Health reasons - allergy, doctor's diet forbids, etc	2.0	1.2	.5	-	.8	-	1.1
Too expensive	-	1.6	2.4	1.4	4.8	-	1.6
Religion	-	.4	-	.7	-	-	.2
Other reasons	-	.4	.5	-	-	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	347	256	211	143	125	5	1,087

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

19. If you have served frozen breaded pre-cooked fish sticks, did you like them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	89.3	87.7	82.5	87.1	88.1	100.0	86.9
No.	10.7	12.3	17.5	12.9	11.9	-	13.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	187	154	160	93	59	4	657

If "YES", how many times during October did you serve them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Once	24.6	26.7	28.8	24.7	23.1	-	25.7
Twice	35.8	25.2	18.9	27.2	21.2	50.0	27.0
Three times	10.8	8.1	12.1	8.6	9.6	25.0	10.2
Four times	6.0	8.9	9.8	9.9	9.6	-	8.4
Five times	1.8	-	-	2.5	5.8	-	1.4
Six times	-	-	1.6	1.2	1.9	-	.7
Seven times	1.2	.7	-	-	1.9	-	.7
Eight times	.6	-	.8	1.2	-	-	.5
Nine times or more	.6	1.5	-	1.2	-	-	.7
No number given and none	18.6	28.9	28.0	23.5	26.9	25.0	24.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	167	135	132	81	52	4	571

If "NO", why didn't you like them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Tasteless	50.0	21.1	46.3	25.0	-	-	34.9
Fishy in taste	5.0	21.1	14.3	16.7	28.5	-	15.1
Limp	10.0	10.5	14.3	25.0	14.3	-	14.0
Prefer shrimp cocktail	5.0	15.7	3.6	16.7	14.3	-	9.3
Too dry	10.0	10.5	-	-	28.6	-	7.0
Too small	5.0	-	3.6	8.3	-	-	3.5
Do not stay warm long enough	-	-	-	8.3	-	-	1.1
Other reasons	-	-	3.6	-	-	-	1.1
No reason given	15.0	21.1	14.3	-	14.3	-	14.0
Totals	100.0	100.0	100.0	100.0	100.0	-	100.0
Number asked	20	19	28	12	7	-	86

20. Fish Stick Consumption

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	4.8	4.4	8.3	11.1	11.5	-	7.0
No.	92.2	93.3	91.7	87.7	84.6	100.0	91.1
Not answered, etc	3.0	2.3	-	1.2	3.9	-	1.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	167	135	132	81	52	4	571

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	22.2	23.0	22.7	22.2	9.6	-	21.2
No.	72.4	68.1	69.7	65.4	78.8	100.0	70.6
Not answered, etc	5.4	8.9	7.6	12.4	11.6	-	8.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	167	135	132	81	52	4	571

Fish Stick Consumption

21. Cont'd. If "YES", what type fishery product(s) have the frozen breaded precooked fish sticks caused you to serve to a less extent?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Fresh fish	27.1	25.8	30.0	16.7	20.0	-	25.7
Frozen fish	10.8	16.1	13.3	33.2	40.0	-	17.4
Canned fish	5.4	6.5	16.7	5.6	-	-	8.3
Fresh shellfish	5.4	-	-	-	-	-	1.7
Frozen shellfish	2.7	-	3.3	-	-	-	1.7
Fresh fish and frozen fish	10.8	6.5	13.3	11.1	20.0	-	10.7
Fresh fish and canned fish	8.1	9.7	10.0	22.2	20.0	-	11.6
Fresh fish and fresh shellfish	-	-	3.4	-	-	-	.8
Frozen fish and canned fish	8.1	9.7	3.3	5.6	-	-	6.6
Canned fish and canned shellfish	2.7	-	-	-	-	-	.8
Fresh fish, frozen fish and canned fish	5.4	12.9	-	-	-	-	5.0
Fresh fish, frozen fish, fresh shellfish and frozen shellfish	2.7	-	-	-	-	-	.8
Fresh fish, fresh shellfish and canned shellfish	-	3.2	-	-	-	-	.8
Frozen fish, frozen shellfish and canned fish	-	-	3.4	-	-	-	.8
Fresh fish, fresh shellfish, canned fish and canned shellfish	2.7	-	-	-	-	-	.8
Fresh fish, fresh shellfish, frozen shellfish and canned shellfish	-	3.2	-	-	-	-	.8
Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish	-	-	-	5.6	-	-	.8
Fresh fish, frozen fish, fresh shellfish, frozen shellfish and canned shellfish	2.7	-	-	-	-	-	.8
Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	2.7	-	-	-	-	-	.8
Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	-	3.2	-	-	-	-	.8
No type given	2.7	3.2	3.3	-	-	-	2.5
Totals	100.0	100.0	100.0	100.0	100.0	-	100.0
Number asked	37	31	30	18	5	-	121

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

22.

During the past year have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	9.6	10.0	10.1	9.2	9.1	20.0	9.8
No.	82.1	82.9	86.0	87.0	85.5	60.0	84.0
Not answered, etc	8.3	7.1	3.9	3.8	5.4	20.0	6.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	564	420	378	239	186	10	1,797

If "NO", why haven't you tried them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
No particular reason.	63.3	64.6	63.1	64.8	70.4	83.3	64.6
General aversion.	8.9	7.8	7.1	3.8	5.8	-	7.2
Taste - does not like fish.	1.5	3.7	1.8	2.9	.6	16.7	2.3
Other preference - prefers fresh or canned fish or fresh shellfish	14.9	10.6	11.4	12.5	8.2	-	12.1
Never tried or not familiar with fish sticks.	5.4	6.6	5.8	5.3	8.2	-	6.0
Lack of cooking instructions.	-	.6	-	.5	-	-	.2
Not available.	3.9	4.6	8.0	8.2	3.1	-	5.4
Health reasons - allergy, doctor's diet forbids, etc.	1.5	.9	.4	-	.6	-	.8
Too expensive	-	.3	1.5	.5	3.1	-	.8
Religion.		.3	-	.5	-	-	.1
Other reasons	.6	-	.9	1.0	-	-	.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	463	348	325	208	159	6	1,509

Fish Stick Consumption

23.
If you have served frozen breaded uncooked fish sticks, did you like them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	90.7	90.5	84.2	86.4	88.2	100.0	88.6
No	9.3	9.5	15.8	13.6	11.8	-	11.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	54	42	38	22	17	2	175

If "YES", how many times during October did you serve them?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Once	28.6	36.8	31.3	31.6	33.3	-	31.6
Twice	20.4	18.4	25.0	10.5	13.3	-	18.7
Three times	14.3	5.4	3.1	15.8	13.3	-	9.7
Four times	6.1	2.6	3.1	10.5	6.8	50.0	5.8
Five times	2.0	-	-	-	13.3	-	1.9
Six times	-	2.6	-	-	-	-	.7
Eight times	-	-	-	5.3	-	-	.7
No number given and none	28.6	34.2	37.5	26.3	20.0	50.0	30.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	49	38	32	19	15	2	155

If "NO", why didn't you like them?

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

24. Fish Stick Consumption

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	8.2	10.5	15.6	21.1	13.3	-	12.3
No	87.8	89.5	84.4	78.9	80.0	100.0	85.8
Not answered, etc	4.0	-	-	-	6.7	-	1.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	49	38	32	19	15	2	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

25. Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	16.3	15.8	12.5	26.3	6.7	50.0	16.1
No	71.4	78.9	71.9	63.2	66.7	50.0	71.6
Not answered, etc	12.3	5.3	15.6	10.5	26.6	-	12.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	49	38	32	19	15	2	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

Fish Stick Consumption

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Prefer pre-cooked	37.0	44.4	35.3	50.0	33.3	-	39.6
Quicker served	37.0	44.4	35.3	41.7	33.3	-	38.3
No particular reason	-	-	-	8.3	-	-	1.3
Prefer uncooked	18.6	22.2	35.4	25.0	33.3	-	24.6
Better taste	14.8	11.1	11.8	16.7	33.3	-	14.8
More crisp	-	11.1	11.8	-	-	-	4.9
Other reasons	3.8	-	11.8	8.3	-	-	4.9
No particular preference	44.4	33.4	29.3	25.0	33.4	100.0	35.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	27	18	17	12	6	1	81

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

27. If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Yes	94.7	91.4	93.1	98.9	95.2	100.0	94.1
No.	5.3	8.6	6.9	1.1	4.8	-	5.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	189	162	160	88	63	4	666

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

28. **How much breading do you like on breaded fish sticks?**

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Heavy breading	11.5	9.5	11.7	8.8	10.8	-	10.6
Medium breading.	73.4	79.8	79.6	80.2	80.0	80.0	78.0
Thin breading.	15.1	10.7	8.7	11.0	9.2	20.0	11.4
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers.	192	168	162	91	65	5	683

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

29.

Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Largest	57.3	50.0	58.3	52.9	58.7	50.0	55.2
Next largest	39.9	47.5	40.4	44.7	36.5	25.0	42.1
Smallest	2.8	2.5	1.3	2.4	4.8	25.0	2.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	178	160	151	85	63	4	641

SECOND CHOICE

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Largest	30.7	34.0	29.2	32.1	28.6	-	31.1
Next largest	57.8	51.3	55.8	52.4	63.5	25.0	55.7
Smallest	11.5	14.7	15.0	15.5	7.9	75.0	13.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	166	150	147	84	63	4	614

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30.

What size package of breaded fish sticks do you prefer?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
8 oz.	25.1	16.7	14.1	11.1	10.4	40.0	17.3
10 oz	37.4	33.3	27.6	31.1	23.9	-	31.7
12 oz*	34.4	46.3	50.0	53.3	52.2	60.0	45.3
16 oz	3.1	1.2	5.1	3.3	7.5	-	3.6
24 oz	-	-	-	-	1.5	-	.2
Others (size not given)	-	.6	.6	-	3.0	-	.6
Don't know	-	1.9	2.6	1.2	1.5	-	1.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	195	162	156	90	67	5	675

* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

31.

Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Not seasoned	11.7	15.4	7.4	9.7	22.7	-	12.3
Moderately seasoned	84.3	78.7	84.7	88.2	74.2	100.0	82.6
Highly seasoned	4.0	5.9	7.9	2.1	3.1	-	5.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	197	169	163	93	66	5	693

32.

For what purposes have you served fish sticks during the past year?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Main meal	85.2	81.1	81.6	83.9	79.1	40.0	82.2
Snacks	3.1	5.3	7.4	6.4	9.0	20.0	5.8
Hors d'oeuvres	-	-	.6	1.1	-	-	.3
Main meal and snacks	10.7	11.8	8.6	6.4	11.9	40.0	10.2
Main meal and hors d'doeuvres	-	.6	1.2	1.1	-	-	.6
Snacks and hors d'oeuvres	-	1.2	-	-	-	-	.3
Main meal, snacks and hors d'oeuvres	1.0	-	.6	1.1	-	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	196	169	163	94	67	5	694

33. Fish Stick Consumption

The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (species) of fish from which the fish sticks are made?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	43.4	41.9	28.2	40.7	33.9	20.0	37.9
No	56.6	58.1	71.8	59.3	66.1	80.0	62.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	182	160	163	91	62	5	663

If "YES", which kind (species) or kinds do you prefer?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Haddock	25.3	25.4	26.0	18.9	28.6	100.0	25.1
Cod	19.0	20.9	19.6	29.7	9.5	-	20.3
Ocean perch	17.7	14.9	13.0	18.9	9.5	-	15.5
Flounder or sole	3.8	10.4	10.9	5.4	9.5	-	7.6
Halibut	7.6	9.0	8.7	2.8	4.8	-	7.2
Rockfish	-	1.5	-	-	-	-	.4
Certain fresh-water fish	1.3	1.5	2.2	-	4.8	-	1.6
Other salt-water fish	1.3	-	2.2	-	-	-	.8
"Other" fish	-	3.0	2.2	-	-	-	1.2
No particular species listed	24.0	13.4	15.2	24.3	33.3	-	20.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	79	67	46	37	21	1	251

Fish Stick Consumption

34. Are there any kind (species) of fish from which fish sticks are made that you do not like?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	13.0	18.0	15.7	11.7	15.7	20.0	15.0
No.	87.0	82.0	84.3	88.3	84.3	80.0	85.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	154	133	134	77	51	5	554

If "YES", what kind (species) do you not like?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Cod	40.0	41.7	38.0	66.7	50.0	-	43.4
Haddock	10.0	8.3	4.8	-	-	-	6.0
Ocean perch	-	8.3	-	-	-	100.0	3.6
Rockfish	-	4.2	9.6	-	-	-	3.6
Halibut	5.0	-	4.8	-	-	-	2.4
Mullet	-	-	4.8	-	-	-	1.3
Certain fresh-water fish	-	12.5	-	-	-	-	3.6
Other salt-water fish	15.0	-	-	-	-	-	3.6
No particular species listed	30.0	25.0	38.0	33.3	50.0	-	32.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	20	24	21	9	8	1	83

SUMMARIES OF REPLIES TO QUESTIONS

Family Home Consumption

35. How many times during October did your family eat fish or shellfish as a main course at home?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
None	20.7	19.8	17.5	14.2	19.4	-	18.7
Once	5.1	10.7	6.3	8.4	4.3	-	7.0
Twice	14.2	16.9	14.3	11.3	18.3	20.0	14.9
Three times	11.7	8.1	7.9	15.1	12.4	10.0	10.6
Four times	19.3	21.7	25.1	21.3	20.3	20.0	21.5
Five times	6.0	7.6	9.5	15.1	8.1	20.0	8.6
Six times	7.1	5.2	7.9	5.9	3.2	10.0	6.3
Seven times	2.1	2.1	1.4	.8	3.2	-	1.9
Eight times	3.5	2.4	4.5	2.5	5.9	-	3.6
Nine or more times	4.6	1.9	2.2	2.5	1.1	10.0	2.8
Not answered, etc.	5.7	3.6	3.4	2.9	3.8	10.0	4.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

36. Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	36.0	42.9	44.2	43.9	47.3	60.0	41.7
No	57.8	52.6	50.5	52.7	46.8	30.0	53.1
Not answered, etc	6.2	4.5	5.3	3.4	5.9	10.0	5.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

If "YES", what is the season?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Lent	20.2	23.9	25.6	30.4	39.8	33.3	26.1
Summer	28.6	27.1	21.0	28.6	18.2	50.0	25.5
Winter	20.7	20.6	16.8	13.3	14.8	-	17.9
Spring	11.8	11.7	12.6	17.1	15.9	-	13.1
Fall	3.0	2.2	5.4	4.8	4.5	-	3.7
"R" months	3.0	2.2	3.0	1.0	1.1	-	2.3
Advent	-	.6	.6	-	1.1	-	.4
Fall and winter	5.4	6.1	7.2	2.9	3.5	16.7	5.5
No season given	7.3	5.6	7.8	1.9	1.1	-	5.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	203	180	167	105	88	6	749

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

37.

Do you and your family as a group ever eat fish or shellfish in restaurants?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	51.6	44.5	43.7	36.8	24.7	20.0	43.4
No	43.3	52.6	54.2	61.5	69.9	60.0	53.0
Not answered, etc	5.1	2.9	2.1	1.7	5.4	20.0	3.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

If "YES", why does your family as a group eat fish or shellfish in restaurants?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Like fish or shellfish	38.5	27.8	35.8	44.3	50.0	50.0	36.7
Restaurants prepare fish or shellfish better	19.2	18.7	12.7	19.3	13.0	-	17.3
More varied selections available	17.2	17.1	18.8	6.8	15.2	-	16.2
Don't like to cook fish at home	7.2	9.1	3.6	6.8	2.2	-	6.6
Price moderate	1.4	3.7	3.0	4.6	2.2	-	2.7
Eat out on Friday	2.7	8.6	5.5	3.4	8.7	-	5.2
Treat for family	3.8	6.4	6.1	4.6	2.2	-	4.9
Other reasons	-	.6	-	-	-	-	a/
No reason given	10.0	8.0	14.5	10.2	6.5	50.0	10.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	291	187	165	88	46	2	779

a/ Less than .05 percent

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

38. How many times during October did your family as a group eat in a restaurant?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
None	27.1	32.0	40.0	48.9	54.3	100.0	35.3
Once	12.7	17.6	18.8	15.9	17.4	-	15.8
Twice	14.4	15.5	12.7	18.2	8.7	-	14.4
Three times	11.3	10.2	9.1	3.5	8.7	-	9.5
Four times	10.0	9.6	9.1	5.7	-	-	8.6
Five times	4.2	5.3	2.4	4.5	6.5	-	4.2
Six times	5.5	3.2	2.4	1.1	2.2	-	3.6
Seven times	1.1	-	.7	1.1	-	-	.6
Eight times	4.8	2.4	1.8	1.1	-	-	2.8
Nine or more times	8.2	3.7	3.0	-	2.2	-	4.7
Not answered, etc.	.7	.5	-	-	-	-	.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	291	187	165	88	46	2	779

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
None	19.3	11.8	18.2	26.7	23.8	-	18.1
Once	24.1	39.4	41.4	31.0	33.3	-	32.3
Twice	24.5	29.9	24.3	28.9	28.6	-	26.4
Three times	14.6	6.3	12.1	6.7	9.5	-	11.1
Four times	6.6	9.4	3.0	6.7	-	-	6.3
Five times	3.8	.8	-	-	4.8	-	2.0
Six times	3.8	.8	1.0	-	-	-	2.0
Seven times	.5	-	-	-	-	-	.2
Eight times	.5	.8	-	-	-	-	.4
Nine times or more	1.4	-	-	-	-	-	.6
Not answered, etc.	.9	.8	-	-	-	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	-	100.0
Number asked	212	127	99	45	21	-	504

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

39.

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at any other times during the year?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Yes	26.5	24.1	21.2	17.0	28.3	50.0	23.9
No	71.5	72.7	75.2	83.0	71.7	50.0	73.8
Not answered, etc	2.0	3.2	3.6	-	-	-	2.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	291	187	165	88	46	2	779

If "YES", write season.

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Summer	28.5	37.8	40.0	46.6	38.4	100.0	35.4
Winter	26.0	11.1	14.3	20.0	15.4	-	18.8
Spring	3.9	2.2	2.9	6.7	-	-	3.2
Fall	6.5	6.7	11.4	-	7.7	-	7.0
Fall and winter	3.9	4.4	8.6	6.7	7.7	-	5.4
Lent	18.2	26.7	17.0	13.3	15.4	-	19.4
"R" months	3.9	2.2	2.9	6.7	7.7	-	3.8
No particular season	9.1	8.9	2.9	-	7.7	-	7.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	77	45	35	15	13	1	186

SUMMARIES OF REPLIES TO QUESTIONS

Individual Consumption Away From Home

40.

During the month of October, were there steady workers in your family?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	64.2	81.7	88.9	89.5	83.3	50.0	78.7
No	31.0	15.2	8.2	7.9	12.4	40.0	17.6
Not answered, etc	4.8	3.1	2.9	2.6	4.3	10.0	3.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

41.

Do you now have enough information on fish and shellfish cookery?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	55.0	53.6	47.9	50.6	39.8	20.0	50.8
No	34.2	40.5	47.1	47.3	53.8	60.0	42.3
Not answered, etc	10.8	5.9	5.0	2.1	6.4	20.0	6.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

Recipes and Fish Cooking

42. How do you now get information on the preparation of fish and shellfish?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Cookbooks	39.5	46.1	47.5	52.3	50.5	20.0	45.5
Labels, wrappers, etc	12.4	11.2	12.4	13.4	9.1	30.0	12.0
Publications (magazines, newspapers, etc.)	10.6	11.0	12.2	13.0	6.6	-	10.9
Word of mouth	4.6	6.9	5.6	6.3	7.0	10.0	5.8
Family recipes	7.1	5.0	4.8	2.1	3.8	10.0	5.1
Radio and TV	1.3	1.0	1.3	.4	.5	-	1.0
Recipes and pamphlets received in stores	.6	1.0	.3	.4	.5	-	.6
Other means	-	-	.3	-	-	-	.1
Not answered, etc	23.9	17.8	15.6	12.1	22.0	30.0	19.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

43. Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Yes	15.6	21.4	19.3	18.8	21.0	30.0	18.8
No	63.8	62.1	68.5	70.3	62.9	40.0	65.1
Not answered, etc	20.6	16.5	12.2	10.9	16.1	30.0	16.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	564	420	378	239	186	10	1,797

If "YES", what are they?

	Two %	Three %	Four %	Five %	Six or more %	Size unknown %	Total %
Publications (magazines, newspapers, etc.)	27.3	34.4	24.7	33.3	28.2	-	29.3
Cookbooks	29.5	27.8	34.2	20.0	28.2	33.3	28.7
Labels, wrappers, etc	13.6	21.1	16.4	28.9	10.3	33.3	18.0
Radio and TV	14.8	5.6	6.8	8.9	7.7	33.4	9.2
Recipes and pamphlets received in stores	6.8	5.6	12.4	6.7	17.9	-	8.9
Word of mouth	4.5	4.4	5.5	2.2	7.7	-	4.7
Family recipes	1.2	1.1	-	-	-	-	.6
Other means	2.3	-	-	-	-	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	88	90	73	45	39	3	338

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

44.

Do you, the homemaker, work outside of your home?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Yes	31.0	29.3	23.0	21.3	16.7	20.0	26.1
No.	67.7	70.5	76.2	78.7	80.6	80.0	73.0
Not answered, etc	1.3	.2	.8	-	2.7	-	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	564	420	378	239	186	10	1,797

If "YES", do you work full time or part time?

	Two	Three	Four	Five	Six or more	Size unknown	Total
	%	%	%	%	%	%	%
Full time	53.7	48.8	40.2	43.1	45.2	50.0	48.2
Part time	45.7	51.2	59.8	56.9	54.8	50.0	51.6
Not answered, etc	.6	-	-	-	-	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	175	123	87	51	31	2	469

SUMMARIES OF REPLIES TO QUESTIONS

BY

HOMEMAKER AGE GROUPS

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

1. During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	23.3	17.0	17.1	21.0	14.5	17.7
No.	76.2	82.6	82.6	77.4	84.0	81.4
Not answered, etc	.5	.4	.3	1.6	1.5	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	189	454	381	305	468	1,797

If "NO", why haven't you tried them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
No particular reason	36.8	43.4	41.2	44.0	40.0	41.5
General aversion	27.8	19.2	24.7	21.6	24.9	23.2
Taste - does not like seafood or shrimp	6.9	8.3	5.4	6.4	8.4	7.2
Other preference - prefer fresh or canned fish	7.6	8.5	8.3	8.9	11.5	9.2
Never tried or not familiar with frozen breaded shrimp	9.7	6.4	6.4	7.6	4.3	6.4
Lack of cooking instructions	-	.3	.3	-	-	.1
Not available	4.9	7.7	3.5	3.4	4.3	4.9
Health reasons - allergy, doctor's diet forbids, etc	.7	1.1	1.3	1.7	2.5	1.6
Too expensive	5.6	4.5	7.6	4.7	3.6	5.1
Religion	-	.3	1.0	1.3	.5	.6
Other reasons	-	.3	.3	.4	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	144	375	315	236	393	1,463

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.
If you have served breaded pre-cooked shrimp, did you like them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	90.9	80.5	93.8	92.2	82.4	87.4
No	9.1	19.5	6.2	7.8	17.6	12.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	44	77	65	64	68	318

If "YES", how many times during October did you serve them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Once	37.5	22.6	32.8	25.4	21.4	27.3
Twice	10.0	24.2	14.8	37.3	21.4	22.3
Three times	2.5	8.1	6.6	6.8	10.7	7.2
Four times	5.0	3.2	8.2	3.4	5.4	5.0
Five times	2.5	1.6	-	-	3.6	1.5
Six times	2.5	1.6	-	-	1.8	1.1
Seven times	-	1.6	-	-	-	.4
Nine times or more	-	-	1.6	1.7	-	.7
No number given and none	40.0	37.1	36.0	25.4	35.7	34.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	40	62	61	59	56	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3.

Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	7.5	6.4	14.8	11.9	3.6	9.0
No.	92.5	93.6	85.2	86.4	92.8	89.9
Not answered, etc	-	-	-	1.7	3.6	1.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	40	62	61	59	56	278

If "YES", what type of fishery product(s) have the frozen breaded pre-cooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

4.

Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	22.5	21.0	13.1	16.9	12.5	16.9
No.	72.5	79.0	67.2	72.9	82.1	74.8
Not answered, etc	5.0	-	19.7	10.2	5.4	8.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	40	62	61	59	56	278

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

5. Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Light golden	75.0	93.5	73.7	79.6	82.1	81.3
Darker brown	20.0	6.5	23.0	11.9	14.3	14.7
No preference	2.5	-	-	-	-	.4
Not answered, etc.	2.5	-	3.3	8.5	3.6	3.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	40	62	61	59	56	278

6. During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	28.0	25.5	22.1	22.0	13.7	21.4
No.	70.4	71.6	74.5	70.5	81.2	74.4
Not answered, etc	1.6	2.9	3.4	7.5	5.1	4.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	189	454	381	305	468	1,797

If "NO", why haven't you tried them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
No particular reason	48.1	53.2	52.4	57.2	48.9	52.0
General aversion	24.8	18.2	20.8	14.9	17.3	18.6
Taste - does not like seafood or shrimp	5.3	7.7	5.3	5.1	8.2	6.7
Other preference - prefer fresh or canned fish	11.3	7.1	8.4	7.5	11.3	9.1
Never tried or not familiar with frozen breaded shrimp	4.5	4.6	2.5	5.1	5.5	4.5
Lack of cooking instructions	-	.3	-	-	.3	.1
Not available.	3.0	4.3	2.1	2.3	2.4	2.8
Health reasons - allergy, doctor's diet forbids, etc	.8	.9	2.1	1.4	2.4	1.6
Too expensive.	2.2	3.1	4.6	5.1	3.2	3.7
Religion	-	.3	1.1	.9	.5	.6
Other reasons.	-	.3	.7	.5	-	.3
Totals.	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	133	325	284	215	380	1,337

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

7.

If you have served frozen breaded uncooked shrimp did you like them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	96.2	91.4	88.1	94.0	89.1	91.4
No	3.8	8.6	11.9	6.0	10.9	8.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	53	116	84	67	64	384

If "YES", how many times during October did you serve them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Once	19.6	24.5	20.3	27.0	24.5	23.4
Twice	11.8	19.8	20.3	17.5	15.8	17.7
Three times	3.9	1.9	9.4	7.9	5.3	5.4
Four times	9.8	7.6	8.1	7.9	5.3	7.7
Five times	3.9	3.8	2.7	-	-	2.3
Six times	2.0	1.9	2.7	-	-	1.4
Seven times	-	.9	-	-	-	.3
Eight times	-	-	1.4	-	-	.3
No number given and none	49.0	39.6	35.1	39.7	49.1	41.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	51	106	74	63	57	351

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

Breaded Shrimp Consumption

8. Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	3.9	4.7	9.4	11.1	8.8	7.4
No.	96.1	91.5	89.2	79.4	91.2	89.5
Not answered, etc	-	3.8	1.4	9.5	-	3.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	51	106	74	63	57	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

9. Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	23.5	18.9	14.8	15.9	8.8	16.5
No.	74.5	73.6	81.1	68.2	84.2	76.1
Not answered, etc	2.0	7.5	4.1	15.9	7.0	7.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	51	106	74	63	57	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

10.

If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Prefer pre-cooked	38.1	17.2	34.3	42.9	31.0	31.8
Quicker served	33.3	14.3	31.2	35.7	27.6	27.6
Browner	-	2.9	-	-	-	.7
Other reasons	-	-	-	3.6	-	.7
No particular reason	4.8	-	3.1	3.6	3.4	2.8
Prefer uncooked	38.1	40.0	34.5	50.0	34.5	39.3
More crisp	-	8.6	6.3	3.6	6.9	5.5
Better taste	33.3	25.7	21.9	32.1	17.3	25.5
Other reasons	-	-	-	10.7	3.4	2.8
No particular reason	4.8	5.7	6.3	3.6	6.9	5.5
No particular preference	23.8	42.8	31.2	7.1	34.5	28.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	21	35	32	28	29	145

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

11.

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	90.4	90.5	93.4	94.4	94.6	92.5
No	9.6	9.5	6.6	5.6	5.4	7.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	73	147	106	90	93	509

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

12.

How much breading do you like on breaded shrimp?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Heavy breading	12.0	11.6	11.1	6.5	7.3	9.9
Medium breading	74.7	73.4	64.8	72.0	79.2	72.6
Thin breading	13.3	15.0	24.1	21.5	13.5	17.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	75	147	108	93	96	519

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

13.

Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Largest	48.6	41.4	50.0	46.4	53.9	47.3
Next Largest	33.3	38.0	35.0	36.9	36.0	36.2
Third Largest	13.9	15.3	11.0	11.9	10.1	12.7
Smallest	4.2	5.3	4.0	4.8	-	3.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	72	150	100	84	89	495

SECOND CHOICE

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Largest	11.3	10.1	9.1	7.4	4.4	8.6
Next largest	57.7	53.4	56.6	53.1	58.5	55.5
Third largest	26.8	33.8	29.3	33.3	32.6	31.6
Smallest	4.2	2.7	5.0	6.2	4.5	4.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	71	148	99	81	89	488

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

14. What size package of breaded shrimp do you prefer?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
8 oz.	20.3	8.9	13.5	14.0	18.7	14.2
10 oz	44.6	28.1	27.8	38.7	38.4	34.3
12 oz	33.7	55.4	51.9	39.7	37.4	45.5
16 oz	1.4	4.1	5.8	3.2	3.3	3.7
24 oz	-	.7	-	-	-	.1
No particular preference	-	1.4	-	2.2	1.1	1.0
Don't know	-	1.4	1.0	2.2	1.1	1.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	74	146	104	93	91	508

15. What type of breaded shrimp do you prefer to buy?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Fantail (with shell left on)	50.7	52.7	42.1	32.6	31.5	42.8
Completely peeled	45.3	44.0	52.3	63.0	63.0	52.7
Other (not specified)	-	-	-	1.1	1.1	.4
No particular preference	4.0	3.3	5.6	3.3	4.4	4.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	75	150	107	92	92	516

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

16.

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Bulk	5.4	6.6	8.4	6.5	7.3	6.9
Layers	78.4	75.6	69.4	72.0	68.7	72.8
No particular preference	16.2	17.8	22.2	21.5	24.0	20.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	74	152	108	93	96	523

17.

For what purposes have you served breaded shrimp during the past year?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Main meal	70.7	64.4	70.6	70.2	72.5	69.1
Snacks	8.0	8.6	6.4	5.3	6.1	7.0
Hors d'oeuvres	-	1.3	-	-	-	.4
Main meal and snacks	17.3	19.7	18.3	19.2	16.3	18.4
Main meal and hors d'oeuvres	2.7	2.6	-	-	3.1	1.7
Snacks and hors d'oeuvres	1.3	.7	2.8	2.1	1.0	1.5
Main meal, snacks and hors d'oeuvres	-	2.0	1.9	2.1	1.0	1.5
Other (not specified)	-	.7	-	1.1	-	.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	75	152	109	94	98	528

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

18. During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	40.7	37.7	38.6	37.1	31.8	36.6
No	57.1	60.5	60.1	59.0	63.0	60.5
Not answered, etc	2.2	1.8	1.3	3.9	5.2	2.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	189	454	381	305	468	1,797

If "NO", why haven't you tried them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
No particular reason	54.6	66.5	61.1	63.2	61.4	62.3
General aversion	15.7	6.5	7.0	7.8	10.8	8.9
Taste - does not like fish	1.9	4.0	5.3	.6	4.4	3.6
Other preference - prefer fresh or canned fish or fresh shellfish	9.3	9.4	12.2	9.4	9.5	10.0
Never tried or not familiar with fish sticks	12.0	5.5	7.9	7.2	6.1	7.1
Lack of cooking instructions	-	.4	-	-	-	.1
Not available	3.7	5.5	2.2	7.8	5.4	4.9
Health reasons - allergy, doctor's diet forbids, etc	.9	-	.4	1.7	2.4	1.1
Too expensive	1.9	2.2	3.5	.6	-	1.6
Religion	-	-	.4	.6	-	.2
Other reasons	-	-	-	1.1	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	108	275	229	180	295	1,087

19. Fish Stick Consumption

If you have served frozen breaded pre-cooked fish sticks, did you like them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	85.7	83.6	88.4	86.7	89.9	86.9
No	14.3	16.4	11.6	13.3	10.1	13.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	77	171	147	113	149	657

If "YES", how many times during October did you serve them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Once	27.3	28.0	27.0	25.5	21.5	25.7
Twice	27.3	21.0	26.2	28.6	32.7	27.0
Three times	9.1	11.2	11.6	11.2	7.3	10.2
Four times	7.5	6.3	10.0	7.1	10.3	8.4
Five times	-	1.4	2.3	1.1	1.5	1.4
Six times	-	2.1	.7	-	-	.7
Seven times	1.5	.7	-	-	1.5	.7
Eight times	-	.7	.7	-	.7	.5
Nine times or more	-	-	.7	2.0	.7	.7
No number given and none	27.3	28.6	20.8	24.5	23.8	24.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	66	143	130	98	134	571

If "NO", why didn't you like them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Tasteless	18.2	35.7	29.4	40.0	46.7	34.9
Fishy in taste	18.2	21.4	23.5	6.7	-	15.1
Limp	27.2	14.3	11.9	13.2	6.7	14.0
Prefer shrimp cocktail	9.1	3.6	17.6	6.7	13.3	9.3
Too dry	9.1	10.7	-	6.7	6.7	7.0
Too small	-	3.6	-	-	13.3	3.5
Do not stay warm long enough	-	3.6	-	-	-	1.1
Other reasons	-	-	-	6.7	-	1.1
No reason given	18.2	7.1	17.6	20.0	13.3	14.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	11	28	17	15	15	86

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

20. Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	4.5	9.1	10.0	6.1	3.7	7.0
No.	95.5	88.1	88.5	91.8	94.0	91.1
Not answered, etc	-	2.8	1.5	2.1	2.3	1.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	66	143	130	98	134	571

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

21. Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	22.7	27.3	18.5	14.3	21.7	21.2
No.	72.7	62.2	70.0	76.5	74.6	70.6
Not answered, etc	4.6	10.5	11.5	9.2	3.7	8.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	66	143	130	98	134	571

Fish Stick Consumption

21. Continued

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Fresh fish	20.0	33.3	20.8	28.7	20.6	25.7
Frozen fish	53.3	15.3	20.8	14.3	-	17.4
Canned fish	13.3	7.7	12.5	7.1	3.5	8.3
Fresh shellfish	-	-	-	14.3	-	1.7
Frozen shellfish	-	2.6	-	-	3.5	1.7
Fresh fish and frozen fish	-	20.5	4.2	14.3	6.9	10.7
Fresh fish and canned fish	6.7	15.4	12.5	7.1	10.3	11.6
Fresh fish and fresh shellfish	-	-	4.2	-	-	.8
Frozen fish and canned fish	-	2.6	8.2	7.1	13.7	6.6
Canned fish and canned shellfish	-	2.6	-	-	-	.8
Fresh fish, frozen fish and canned fish	-	-	4.2	-	17.1	5.0
Fresh fish, frozen fish, fresh shellfish and frozen shellfish	-	-	-	-	3.5	.8
Fresh fish, fresh shellfish and canned shellfish	-	-	-	-	3.5	.8
Frozen fish, frozen shellfish and canned fish	-	-	-	-	3.5	.8
Fresh fish, fresh shellfish, canned fish and canned shellfish	6.7	-	-	-	-	.8
Fresh fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	4.2	-	-	.8
Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish	-	-	4.2	-	-	.8
Fresh fish, frozen fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	-	-	3.5	.8
Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	-	-	3.5	.8
Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	4.2	-	-	.8
No type given	-	-	-	7.1	6.9	2.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	15	39	24	14	29	121

Fish Stick Consumption

22. During the past year, have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

	Under 25 %	25 to 34 %	35 to 44 %	45 to 54 %	55 and over %	Total %
Yes	13.8	7.7	10.5	13.5	7.1	9.8
No.	81.5	88.1	85.6	76.7	84.4	84.0
Not answered, etc	4.7	4.2	3.9	9.8	8.5	6.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	189	454	381	305	468	1,797

If "NO", why haven't you tried them?

	Under 25 %	25 to 34 %	35 to 44 %	45 to 54 %	55 and over %	Total %
No particular reason	57.1	65.2	64.7	69.2	64.1	64.6
General aversion	11.7	5.7	6.1	6.9	7.8	7.2
Taste - does not like fish	1.9	1.8	3.1	.4	3.3	2.3
Other preference - prefers fresh or canned fish or fresh shellfish	12.3	12.7	12.0	9.0	13.2	12.1
Never tried or not familiar with fish sticks	9.1	5.2	6.4	5.1	5.8	6.0
Lack of cooking instructions	-	.8	-	-	-	.2
Not available.	6.5	6.0	4.9	7.7	3.5	5.4
Health reasons - allergy, doctor's diet forbids, etc	.7	-	.3	.9	2.0	.8
Too expensive.	.7	1.8	1.2	-	-	.8
Religion	-	-	.3	.4	-	.1
Other reasons.	-	.8	1.0	.4	.3	.5
Totals.	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	154	400	326	234	395	1,509

SUMMARIES OF REPLIES TO QUESTIONS

23. Fish Stick Consumption

If you have served frozen breaded uncooked fish sticks, did you like them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	80.8	88.6	85.0	95.1	90.9	88.6
No.	19.2	11.4	15.0	4.9	9.1	11.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	26	35	40	41	33	175

If "YES", how many times during October did you serve them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Once	33.3	41.9	23.5	28.2	33.3	31.6
Twice.	14.3	16.1	17.6	17.9	26.7	18.7
Three times.	14.3	9.7	5.9	15.4	3.3	9.7
Four times	4.8	-	8.8	5.1	10.0	5.8
Five times	-	-	5.9	2.6	-	1.9
Six times.	-	-	-	2.6	-	.7
Eight times.	-	-	3.0	-	-	.7
No number given and none	33.3	32.3	35.3	28.2	26.7	30.9
Totals.	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	21	31	34	39	30	155

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

24.

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	19.0	9.7	5.9	20.5	6.7	12.3
No.	81.0	87.1	91.2	79.5	90.0	85.8
Not answered, etc	-	3.2	2.9	-	3.3	1.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	21	31	34	39	30	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

25.

Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	14.3	22.6	14.7	12.8	16.7	16.1
No.	76.2	58.0	79.4	71.8	73.3	71.6
Not answered, etc	9.5	19.4	5.9	15.4	10.0	12.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	21	31	34	39	30	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Prefer pre-cooked	50.0	28.6	38.1	45.0	38.9	39.6
Quicker served	50.0	28.6	38.1	40.0	38.9	38.3
No particular reason	-	-	-	5.0	-	1.3
Prefer uncooked	37.5	35.7	28.6	15.0	16.7	24.6
Better taste	25.0	21.5	19.1	10.0	5.6	14.8
More crisp	-	7.1	9.5	5.0	-	4.9
Other reasons	12.5	7.1	-	-	11.1	4.9
No particular preference	12.5	35.7	33.3	40.0	44.4	35.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	8	14	21	20	18	81

Fish Stick Consumption

27. If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	88.9	94.7	94.5	95.7	95.2	94.1
No.	11.1	5.3	5.5	4.3	4.8	5.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	90	169	146	116	145	666

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

28. How much breading do you like on breaded fish sticks?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Heavy breading	12.2	12.4	10.0	7.5	10.4	10.6
Medium breading.	80.0	74.0	78.1	82.5	77.9	78.0
Thin breading.	7.8	13.6	11.9	10.0	11.7	11.4
Totals.	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers.	90	177	151	120	145	683

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

29.

Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Largest	52.4	43.0	65.0	61.3	57.1	55.2
Next largest	41.5	54.1	32.9	37.8	40.6	42.1
Smallest	6.1	2.9	2.1	.9	2.3	2.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	82	172	143	111	133	641

SECOND CHOICE

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Largest	32.1	42.7	21.9	24.3	30.3	31.1
Next largest	59.3	45.0	62.8	59.2	57.4	55.7
Smallest	8.6	12.3	15.3	16.5	12.3	13.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	81	171	137	103	122	614

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30.

What size package of breaded fish sticks do you prefer?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
8 oz.	25.0	12.6	11.6	18.5	23.3	17.3
10 oz	34.2	30.3	28.6	35.3	32.2	31.7
12 oz *	38.6	50.2	52.3	41.2	39.7	45.3
16 oz	1.1	2.9	6.1	4.2	2.7	3.6
24 oz	-	-	-	.8	-	.2
Others (size not given)	1.1	1.1	.7	-	-	.6
Don't know.	-	2.9	.7	-	2.1	1.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	88	175	147	119	146	675

* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

31.

Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Not seasoned	16.5	10.0	11.3	15.7	10.7	12.3
Moderately seasoned	78.0	83.9	86.1	76.9	85.3	82.6
Highly seasoned	5.5	6.1	2.6	7.4	4.0	5.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	91	180	151	121	150	693

32.

For what purposes have you served fish sticks during the past year?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Main meal	77.8	81.1	80.4	86.7	84.6	82.2
Snacks	6.7	6.7	7.1	1.7	6.0	5.8
Hors d'oeuvres	-	-	1.3	-	-	.3
Main meal and snacks	14.4	10.0	8.5	11.6	8.7	10.2
Main meal and hors d'oeuvres	1.1	1.1	.7	-	-	.6
Snacks and hors d'oeuvres	-	-	1.3	-	-	.3
Main meal, snacks and hors d'oeuvres	-	1.1	.7	-	.7	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	90	180	153	121	150	694

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

33.
The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (species) of fish from which the fish sticks are made?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	38.2	35.6	35.9	36.2	43.9	37.9
No.	61.8	64.4	64.1	63.8	56.1	62.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	89	174	145	116	139	663

If "YES", which kind (species) or kinds do you prefer?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Haddock.	11.8	35.4	21.1	30.9	21.3	25.1
Cod.	23.5	21.0	23.0	19.1	16.4	20.3
Ocean perch.	26.4	9.7	13.5	11.9	19.7	15.5
Flounder or sole	14.7	6.5	3.9	9.5	6.6	7.6
Halibut.	5.9	8.1	9.6	9.5	3.3	7.2
Rockfish	-	-	-	2.4	-	.4
Certain fresh-water fish	-	1.6	3.9	2.4	-	1.6
Other salt-water fish.	-	-	-	-	3.3	.8
"Other" fish	-	3.2	-	-	1.6	1.2
No particular species listed	17.7	14.5	25.0	14.3	27.8	20.3
Totals.	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers.	34	62	52	42	61	251

34. Fish Stick Consumption

Are there any kind (species) of fish from which fish sticks are made that you do not like?

	Under 25 %	25 to 34 %	35 to 44 %	45 to 54 %	55 and over %	Total %
Yes	21.6	11.9	16.9	11.9	15.2	15.0
No	78.4	88.1	83.1	88.1	84.8	85.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	74	143	124	101	112	554

If "YES", what kind (species) do you not like?

	Under 25 %	25 to 34 %	35 to 44 %	45 to 54 %	55 and over %	Total %
Cod	18.7	58.8	61.8	25.1	41.1	43.4
Haddock	-	5.9	4.8	-	17.7	6.0
Ocean perch	12.4	5.9	-	-	-	3.6
Rockfish	6.3	5.9	-	8.3	-	3.6
Halibut	6.3	-	4.8	-	-	2.4
Mullet	6.3	-	-	-	-	1.3
Certain fresh-water fish	6.3	-	-	8.3	5.8	3.6
Other salt-water fish	-	-	-	-	17.7	3.6
No particular species listed	43.7	23.5	28.6	58.3	17.7	32.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	16	17	21	12	17	83

Family Home Consumption

35.

How many times during October did your family eat fish or shellfish as a main course at home?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
None	17.4	16.7	16.5	19.0	22.6	18.7
Once	14.8	6.6	7.4	5.9	4.7	7.0
Twice	12.7	14.5	15.8	15.4	15.2	14.9
Three times	10.1	13.7	11.3	8.2	8.8	10.6
Four times	23.8	22.9	20.2	19.7	21.4	21.5
Five times	9.0	9.7	10.7	9.5	5.1	8.6
Six times	1.1	6.4	6.3	7.9	7.3	6.3
Seven times	1.1	2.2	1.0	2.9	1.7	1.9
Eight times	2.6	2.2	5.8	3.3	3.6	3.6
Nine times or more	3.2	1.8	1.8	2.6	4.7	2.8
Not answered, etc	4.2	3.3	3.2	5.6	4.9	4.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	189	454	381	305	468	1,797

36.

Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	41.3	45.6	47.8	38.4	35.3	41.7
No	53.4	50.0	48.0	55.1	58.7	53.1
Not answered, etc	5.3	4.4	4.2	6.5	6.0	5.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	189	454	381	305	468	1,797

If "YES", what is the season?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Lent	29.4	22.7	36.2	23.9	19.4	26.1
Summer	23.0	30.9	22.5	28.2	21.2	25.5
Winter	20.5	15.0	14.8	18.8	23.0	17.9
Spring	12.8	13.5	11.0	13.7	14.6	13.1
Fall	3.9	3.9	3.9	1.7	4.8	3.7
"R" Months	2.6	1.9	1.7	1.7	3.6	2.3
Advent	2.6	-	.6	-	-	.4
Fall and winter	1.3	4.8	7.1	6.0	6.1	5.5
No season given	3.9	7.3	2.2	6.0	7.3	5.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	78	207	182	117	165	749

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

37.

Do you and your family as a group ever eat fish or shellfish in restaurants?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	50.8	41.0	36.0	45.3	47.4	43.4
No	46.0	56.8	60.9	52.1	46.4	53.0
Not answered, etc	3.2	2.2	3.1	2.6	6.2	3.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	189	454	381	305	468	1,797

If "YES", why does your family as a group eat fish or shellfish in restaurants?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Like fish or shellfish	32.3	41.9	31.4	35.5	38.2	36.7
Restaurants prepare fish or shellfish better	21.9	12.4	14.6	21.0	18.9	17.3
More varied selections available	15.6	15.1	17.5	13.8	18.0	16.2
Don't like to cook fish at home	5.2	5.9	4.4	8.7	7.7	6.6
Price moderate	1.0	4.8	2.9	1.4	2.3	2.7
Eat out on Friday	8.3	5.4	8.0	5.1	1.8	5.2
Treat for family	6.3	4.3	8.8	3.6	3.2	4.9
Other reasons	-	.5	-	-	-	a/
No reason given	9.4	9.7	12.4	10.9	9.9	10.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	96	186	137	138	222	779

a/ Less than .05 percent

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

38.

How many times during October did your family as a group eat in a restaurant?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
None	38.5	47.8	33.6	23.9	31.4	35.3
Once	18.8	19.9	17.5	13.8	11.3	15.8
Twice	9.4	9.7	16.8	19.6	15.8	14.4
Three times	7.3	9.1	10.9	10.9	9.0	9.5
Four times	9.4	5.4	5.8	13.0	9.9	8.6
Five times	2.1	2.7	6.6	5.7	4.1	4.2
Six times	2.1	1.6	2.9	6.5	4.5	3.6
Seven times	-	.5	1.5	-	.9	.6
Eight times	3.1	2.2	1.5	1.5	5.0	2.8
Nine times or more	8.3	1.1	2.9	3.6	8.1	4.7
Not answered, etc.	1.0	-	-	1.5	-	.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	96	186	137	138	222	779

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
None	16.9	17.5	20.9	16.2	18.4	18.1
Once	37.3	45.3	41.7	30.5	17.7	32.3
Twice	23.7	22.7	25.3	27.6	29.6	26.4
Three times	15.3	6.2	9.9	11.4	13.2	11.1
Four times	3.4	5.2	2.2	6.7	10.5	6.3
Five times	-	2.1	-	2.8	3.3	2.0
Six times	1.7	-	-	1.9	4.6	2.0
Seven times	-	-	-	-	.7	.2
Eight times	-	-	-	1.0	.7	.4
Nine times or more	1.7	-	-	-	1.3	.6
Not answered, etc.	-	1.0	-	1.9	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	59	97	91	105	152	504

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

39.

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at other times during the year?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	17.7	19.4	23.4	29.0	27.5	23.9
No.	80.2	79.0	75.1	67.4	69.8	73.8
Not answered, etc	2.1	1.6	1.5	3.6	2.7	2.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	96	186	137	138	222	779

If "YES", write season.

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Summer	29.3	47.2	43.8	32.5	27.8	35.4
Winter	5.9	22.2	9.4	15.0	27.8	18.8
Spring	5.9	-	-	2.5	6.6	3.2
Fall	11.8	5.6	-	-	14.8	7.0
Fall and winter.	-	2.8	12.5	7.5	3.3	5.4
Lent	29.4	8.3	28.1	30.0	11.5	19.4
"R" Months	5.9	5.6	3.1	2.5	3.3	3.8
No particular season	11.8	8.3	3.1	10.0	4.9	7.0
Totals.	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	17	36	32	40	61	186

SUMMARIES OF REPLIES TO QUESTIONS

Individual Consumption Away From Home

40.

During the month of October, were there steady workers in your family?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	91.0	88.1	87.9	78.4	57.5	78.7
No.	6.9	9.3	8.7	17.4	37.4	17.6
Not answered, etc	2.1	2.6	3.4	4.2	5.1	3.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	189	454	381	305	468	1,797

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

41.

Do you now have enough information on fish and shellfish cookery?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	45.5	48.2	48.6	50.8	57.2	50.8
No.	50.8	47.8	44.6	41.6	32.1	42.3
Not answered, etc	3.7	4.0	6.8	7.6	10.7	6.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	189	454	381	305	468	1,797

42. **Recipes and Fish Cooking**

How do you now get information on the preparation of fish and shellfish?

	Under 25 %	25 to 34 %	35 to 44 %	45 to 54 %	55 and over %	Total %
Cookbooks	54.5	50.0	45.7	39.3	41.5	45.5
Labels, wrappers, etc	14.3	14.3	13.6	11.2	8.1	12.0
Publications (magazines, newspapers, etc.)	7.4	8.4	13.4	12.1	11.8	10.9
Word of mouth	2.6	7.7	5.8	6.2	5.1	5.8
Family recipes	4.2	4.0	3.7	5.6	7.5	5.1
Radio and TV	.6	.9	.5	2.6	.6	1.0
Recipes and pamphlets received in stores	-	.4	1.0	1.0	.2	.6
Other means	-	-	-	-	.2	.1
Not answered, etc	16.4	14.3	16.3	22.0	25.0	19.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	189	454	381	305	468	1,797

43. Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

	Under 25 %	25 to 34 %	35 to 44 %	45 to 54 %	55 and over %	Total %
Yes	20.1	22.0	19.9	15.4	16.5	18.8
No	67.7	63.7	66.9	66.2	63.0	65.1
Not answered, etc	12.2	14.3	13.2	18.4	20.5	16.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	189	454	381	305	468	1,797

If "YES", what are they?

	Under 25 %	25 to 34 %	35 to 44 %	45 to 54 %	55 and over %	Total %
Publications (magazines, newspapers, etc.)	26.3	26.0	35.5	27.7	29.8	29.3
Cookbooks	28.9	28.0	30.3	36.1	23.4	28.7
Labels, wrappers, etc	23.7	21.0	14.5	8.5	20.8	18.0
Radio and TV	7.9	7.0	7.9	17.0	9.1	9.2
Recipes and pamphlets received in stores	7.9	14.0	6.6	6.4	6.5	8.9
Word of mouth	5.3	3.0	3.9	4.3	7.8	4.7
Family recipes	-	1.0	1.3	-	-	.6
Other means	-	-	-	-	2.6	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	38	100	76	47	77	338

Receipes and Fish Cooking

44.

Do you, the homemaker, work outside of your home?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes	24.3	21.6	30.7	39.3	18.8	26.1
No	74.6	78.0	68.2	59.7	80.1	73.0
Not answered, etc	1.1	.4	1.1	1.0	1.1	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	189	454	381	305	468	1,797

If "YES", do you work full time or part time?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Full time	71.7	44.9	57.3	41.7	36.4	48.2
Part time	28.3	55.1	42.7	58.3	62.5	51.6
Not answered, etc	-	-	-	-	1.1	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	46	98	117	120	88	469

SUMMARIES OF REPLIES TO QUESTIONS

BY

OCCUPATION

SUMMARIES OF REPLIES TO QUESTIONS

1. Breaded Shrimp Consumption

During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	22.6	10.7	17.8	20.7	28.0	17.8	17.0	21.9	9.1	11.3	20.1	17.7
No	77.4	89.3	79.5	73.9	69.5	81.9	83.0	78.1	90.9	88.7	79.9	81.4
Not answered, etc	-	-	2.7	5.4	2.5	.3	-	-	-	-	-	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

If "NO", why haven't you tried them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
No particular reason	42.5	56.8	35.9	40.2	38.5	38.3	45.3	40.3	46.0	40.2	36.2	41.5
General aversion	18.1	15.2	19.4	23.2	24.6	25.9	24.5	24.5	20.0	28.2	28.3	23.2
Taste - does not like seafood or shrimp	7.1	7.2	9.7	7.3	7.0	7.2	4.5	8.8	16.0	5.4	6.3	7.2
Other preference - prefer fresh or canned fish	11.0	4.8	11.7	13.4	8.8	9.1	9.1	5.3	2.0	11.4	7.9	9.2
Never tried or not familiar with frozen breaded shrimp	4.7	7.2	7.3	4.9	5.3	7.6	5.5	7.0	10.0	3.4	7.9	6.4
Lack of cooking instructions	-	-	-	-	-	.8	-	-	-	-	-	.1
Not available	8.7	6.4	6.3	2.4	7.0	5.7	3.2	-	2.0	4.0	3.9	4.9
Health reasons - allergy, doctor's diet forbids, etc.	3.9	-	2.4	4.9	1.8	.8	.5	5.3	2.0	-	.8	1.6
Too expensive	3.1	2.4	4.9	3.7	7.0	4.6	6.4	8.8	2.0	6.7	6.3	5.1
Religion	-	-	2.4	-	-	-	.5	-	-	.7	1.6	.6
Other reasons	.9	-	-	-	-	-	.5	-	-	-	.8	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	127	125	206	82	57	263	220	57	50	149	127	1,463

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	73.0	93.3	82.6	87.0	87.0	93.0	93.3	81.3	100.0	100.0	84.4	87.4
No.	27.0	6.7	17.4	13.0	13.0	7.0	6.7	18.7	-	-	15.6	12.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	37	15	46	23	23	57	45	16	5	19	32	318

If "YES", how many times during October did you serve them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Once	22.2	7.2	26.3	15.0	35.0	34.0	19.0	46.1	-	31.5	40.7	27.3
Twice.	14.8	21.4	13.2	35.0	5.0	26.3	33.3	30.8	20.0	26.3	14.9	22.3
Three times.	-	21.4	5.3	5.0	5.0	5.7	9.5	7.7	20.0	15.8	3.7	7.2
Four times	3.7	21.4	7.9	5.0	10.0	-	7.2	-	-	-	3.7	5.0
Five times	-	-	-	-	5.0	-	2.4	-	20.0	-	3.7	1.5
Six times.	-	-	-	-	-	-	2.4	-	20.0	5.3	-	1.1
Seven times.	-	-	-	-	-	-	2.4	-	-	-	-	.4
Nine times or more	-	7.2	-	-	5.0	-	-	-	-	-	-	.7
No number given and none	59.3	21.4	47.3	40.0	35.0	34.0	23.8	15.4	20.0	21.1	33.3	34.5
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	27	14	38	20	20	53	42	13	5	19	27	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3. Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	3.7	28.6	5.3	-	10.0	11.3	19.0	7.7	-	-	3.7	9.0
No	96.3	64.3	94.7	100.0	90.0	86.8	81.0	92.3	100.0	100.0	92.6	89.9
Not answered, etc	-	7.1	-	-	-	1.9	-	-	-	-	3.7	1.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	27	14	38	20	20	53	42	13	5	19	27	278

If "YES", what type of fishery product(s) have the frozen breaded pre-cooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of occupation groups.

4. Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	18.5	21.4	21.1	5.0	25.0	18.9	16.7	15.4	40.0	10.5	7.4	16.9
No	81.5	50.0	73.6	95.0	75.0	66.0	64.3	76.9	60.0	89.5	92.6	74.8
Not answered, etc	-	28.6	5.3	-	-	15.1	19.0	7.7	-	-	-	8.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	27	14	38	20	20	53	42	13	5	19	27	278

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

5. Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Light golden	88.9	78.6	76.3	80.0	75.0	75.4	88.1	92.3	60.0	78.9	88.9	81.3
Darker brown	11.1	7.1	18.4	15.0	20.0	18.9	11.9	-	40.0	21.1	7.4	14.7
No preference	-	-	-	-	-	1.9	-	-	-	-	-	.4
Not answered, etc.	-	14.3	5.3	5.0	5.0	3.8	-	7.7	-	-	3.7	3.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	27	14	38	20	20	53	42	13	5	19	27	278

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

6.

During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	25.6	16.4	23.9	27.9	23.2	22.7	23.4	17.8	14.5	11.9	19.5	21.4
No	73.2	79.3	69.9	62.2	70.7	75.4	73.6	78.1	81.8	82.7	75.5	74.4
Not answered, etc	1.2	4.3	6.2	9.9	6.1	1.9	3.0	4.1	3.7	5.4	5.0	4.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

If "NO", why haven't you tried them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
No particular reason	45.8	64.0	45.2	55.1	48.3	52.9	52.3	49.0	69.0	52.5	49.2	52.0
General aversion	16.7	13.5	15.5	13.0	15.5	23.1	21.0	21.0	11.1	20.1	21.7	18.6
Taste - does not like seafood or shrimp	9.2	8.1	8.3	7.2	8.6	6.6	4.1	5.3	11.1	4.3	5.0	6.7
Other preference - prefer fresh or canned fish	12.5	5.4	11.0	7.2	15.5	7.0	10.8	5.3	2.2	10.8	7.5	9.1
Never tried or not familiar with frozen breaded shrimp	2.5	5.4	7.2	8.7	-	4.1	1.5	8.8	4.4	3.6	5.8	4.5
Lack of cooking instructions	-	-	-	-	-	.4	.5	-	-	-	-	.1
Not available	5.8	2.7	3.9	-	1.8	2.1	3.7	1.8	-	2.9	2.6	2.8
Health reasons - allergy, doctor's diet forbids, etc.	3.3	-	3.9	2.9	3.4	.9	-	5.3	2.2	-	.8	1.6
Too expensive	3.3	.9	2.8	4.3	6.9	2.9	5.1	3.5	-	4.3	5.8	3.7
Religion	-	-	2.2	-	-	-	.5	-	-	1.5	.8	.6
Other reasons	.9	-	-	1.6	-	-	.5	-	-	-	.8	.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	120	111	181	69	58	242	195	57	45	139	120	1,337

SUMMARIES OF REPLIES TO QUESTIONS

7. Breaded Shrimp Consumption

If you have served frozen breaded uncooked shrimp did you like them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	92.9	91.3	90.3	93.5	89.5	87.7	96.8	84.6	87.5	100.0	87.1	91.4
No.	7.1	8.7	9.7	6.5	10.5	12.3	3.2	15.4	12.5	-	12.9	8.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	42	23	62	31	19	73	62	13	8	20	31	384

If "YES", how many times during October did you serve them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Once	25.6	9.5	16.1	27.6	17.6	28.1	21.7	36.4	14.3	35.0	25.9	23.4
Twice	25.6	9.5	17.9	13.8	17.6	7.8	16.7	36.4	28.5	30.0	22.3	17.7
Three times	-	9.5	7.1	3.4	11.8	7.8	5.0	-	-	5.0	3.7	5.4
Four times	-	23.8	12.5	6.9	11.8	7.8	6.7	9.1	-	-	3.7	7.7
Five times	5.1	-	1.8	-	-	-	5.0	-	14.3	5.0	-	2.3
Six times	2.7	4.8	1.8	-	-	1.6	1.7	-	-	-	-	1.4
Seven times	-	4.8	-	-	-	-	-	-	-	-	-	.3
Eight times	-	4.8	-	-	-	-	-	-	-	-	-	.3
No number given and none	41.0	33.3	42.8	48.3	41.2	46.9	43.2	18.1	42.9	25.0	44.4	41.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	39	21	56	29	17	64	60	11	7	20	27	351

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

8. Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	7.7	19.0	7.1	3.4	-	7.8	5.0	9.1	-	15.0	7.4	7.4
No.	92.3	71.4	89.3	96.6	100.0	89.1	90.0	90.9	85.7	85.0	88.9	89.5
Not answered, etc	-	9.6	3.6	-	-	3.1	5.0	-	14.3	-	3.7	3.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	39	21	56	29	17	64	60	11	7	20	27	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

SUMMARIES OF REPLIES TO QUESTIONS

9. Breaded Shrimp Consumption

Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	15.4	19.0	19.6	17.2	23.5	12.5	26.7	-	-	5.0	11.1	16.5
No.	79.5	57.2	69.6	82.8	76.5	85.9	65.0	90.9	71.4	85.0	81.5	76.1
Not answered, etc	5.1	23.8	10.8	-	-	1.6	8.3	9.1	28.6	10.0	7.4	7.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	39	21	56	29	17	64	60	11	7	20	27	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

10. If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Prefer pre-cooked	23.5	33.4	38.1	27.3	25.0	30.8	31.6	57.1	50.0	12.5	35.3	31.8
Quicker served	17.6	22.2	33.3	18.2	25.0	26.9	26.3	57.1	50.0	12.5	35.3	27.6
Browner.	-	-	-	-	-	3.9	-	-	-	-	-	.7
Other reasons.	-	-	-	9.1	-	-	-	-	-	-	-	.7
No particular reason	5.9	11.2	4.8	-	-	-	5.3	-	-	-	-	2.8
Prefer uncooked	41.2	33.3	47.6	45.5	50.0	34.7	36.9	-	-	62.5	41.2	39.3
More crisp	-	-	-	9.1	-	11.5	5.3	-	-	37.5	-	5.5
Better taste	23.5	33.3	42.8	18.2	37.5	15.4	26.3	-	-	12.5	35.3	25.5
Other reasons.	5.9	-	4.8	-	-	3.9	-	-	-	12.5	-	2.8
No particular reason	11.8	-	-	18.2	12.5	3.9	5.3	-	-	-	5.9	5.5
No particular preference	35.3	33.3	14.3	27.2	25.0	34.5	31.5	42.9	50.0	25.0	23.5	28.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	17	9	21	11	8	26	19	7	2	8	17	145

11. **Breaded Shrimp Consumption**

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Professional %	Farmers %	Proprietors %	Clerical %	Sales Workers %	Craftsmen %	Operators %	Domestic %	Laborers %	Retired %	Unknown %	Total %
Yes	94.8	76.9	96.3	87.5	94.1	96.6	91.6	89.5	100.0	87.1	92.3	92.5
No	5.2	23.1	3.7	12.5	5.9	3.4	8.4	10.5	-	12.9	7.7	7.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	58	26	80	40	34	89	83	19	10	31	39	509

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

12. How much breading do you like on breaded shrimp?

	Professional %	Farmers %	Proprietors %	Clerical %	Sales Workers %	Craftsmen %	Operators %	Domestic %	Laborers %	Retired %	Unknown %	Total %
Heavy breading	4.9	4.0	14.6	5.0	8.8	12.9	8.4	5.3	22.2	6.7	14.3	9.9
Medium breading	68.9	80.0	67.1	85.0	70.6	74.2	72.6	68.4	55.6	83.3	69.0	72.6
Thin breading	26.2	16.0	18.3	10.0	20.6	12.9	19.0	26.3	22.2	10.0	16.7	17.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	61	25	82	40	34	93	84	19	9	30	42	519

13. Breaded Shrimp Consumption

Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendix for sizes).

FIRST CHOICE

	Professional %	Farmers %	Proprietors %	Clerical %	Sales Workers %	Craftsmen %	Operators %	Domestic %	Laborers %	Retired %	Unknown %	Total %
Largest	50.9	32.0	46.7	42.1	29.4	52.2	53.8	63.2	55.6	41.4	43.3	47.3
Next largest	35.1	36.0	38.7	36.8	55.9	28.2	36.2	26.3	11.1	41.4	40.5	36.2
Third largest	12.3	12.0	13.3	13.2	14.7	17.4	6.3	10.5	22.2	17.2	8.1	12.7
Smallest	1.7	20.0	1.3	7.9	-	2.2	3.7	-	11.1	-	8.1	3.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	57	25	75	38	34	92	80	19	9	29	37	495

SECOND CHOICE

	Professional %	Farmers %	Proprietors %	Clerical %	Sales Workers %	Craftsmen %	Operators %	Domestic %	Laborers %	Retired %	Unknown %	Total %
Largest	1.8	12.5	15.3	10.5	11.8	8.8	6.3	5.6	-	13.8	2.8	8.6
Next largest	57.1	37.5	56.9	55.3	35.3	65.9	56.2	72.2	77.8	48.3	45.9	55.5
Third largest	37.5	37.5	26.4	34.2	44.1	20.9	35.0	16.6	22.2	27.6	45.9	31.6
Smallest	3.6	12.5	1.4	-	8.8	4.4	2.5	5.6	-	10.3	5.4	4.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	56	24	72	38	34	91	80	18	9	29	37	488

14. Breaded Shrimp Consumption

What size package of breaded shrimp do you prefer?

	Professional %	Farmers %	Proprietors %	Clerical %	Sales Workers %	Craftsmen %	Operators %	Domestic %	Laborers %	Retired %	Unknown %	Total %
8 oz.	20.0	30.8	8.9	10.8	12.5	7.6	8.5	15.8	44.4	26.7	19.0	14.2
10 oz	33.3	15.4	34.2	54.1	40.6	34.8	35.4	31.6	11.2	20.0	38.1	34.3
12 oz	41.7	50.0	51.8	29.7	37.5	48.9	51.2	42.1	44.4	50.0	35.7	45.5
16 oz	1.7	3.8	1.3	5.4	9.4	5.4	2.5	10.5	-	3.3	2.4	3.7
24 oz	-	-	-	-	-	-	1.2	-	-	-	-	.1
No particular preference.	-	-	2.5	-	-	2.2	1.2	-	-	-	-	1.0
Don't know.	3.3	-	1.3	-	-	1.1	-	-	-	-	4.8	1.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	60	26	79	37	32	92	82	19	9	30	42	508

15. What type of breaded shrimp do you prefer to buy?

	Professional %	Farmers %	Proprietors %	Clerical %	Sales Workers %	Craftsmen %	Operators %	Domestic %	Laborers %	Retired %	Unknown %	Total %
Fantail (with shell left on)	48.3	34.6	44.4	35.0	43.8	47.9	43.5	52.6	11.1	43.3	32.5	42.8
Completely peeled.	43.3	61.5	50.6	62.5	43.8	47.9	54.1	42.1	88.9	56.7	65.0	52.7
Other (not specified).	-	-	-	-	-	-	1.2	-	-	-	2.5	.4
No particular preference	8.4	3.9	5.0	2.5	12.4	4.2	1.2	5.3	-	-	-	4.1
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers.	60	26	81	40	32	94	85	19	9	30	40	516

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

16.

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

	Professional %	Farmers %	Proprietors %	Clerical %	Sales Workers %	Craftsmen %	Operators %	Domestic %	Laborers %	Retired %	Unknown %	Total %
Bulk	4.9	3.6	7.5	4.9	6.3	4.2	9.5	5.0	10.0	10.0	11.9	6.9
Layers	68.9	64.3	75.0	73.2	75.0	75.8	79.8	70.0	70.0	73.3	59.5	72.8
No particular preference	26.2	32.1	17.5	21.9	18.7	20.0	10.7	25.0	20.0	16.7	28.6	20.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	61	28	80	41	32	95	84	20	10	30	42	523

17.

For what purposes have you served breaded shrimp during the past year?

	Professional %	Farmers %	Proprietors %	Clerical %	Sales Workers %	Craftsmen %	Operators %	Domestic %	Laborers %	Retired %	Unknown %	Total %
Main meal	72.1	64.3	70.4	68.4	60.6	69.8	67.0	73.6	60.0	83.3	65.9	69.1
Snacks	3.3	14.3	3.7	2.4	12.1	4.2	14.1	-	10.0	3.3	11.4	7.0
Hors d'oeuvres	-	-	-	2.4	-	-	-	-	-	3.3	-	.4
Main meal and snacks	14.8	17.8	19.8	26.8	21.2	17.7	16.5	21.1	30.0	10.1	18.2	18.4
Main meal and hors d'oeuvres	4.9	-	1.2	-	6.1	1.0	2.4	-	-	-	-	1.7
Snacks and hors d'oeuvres	-	-	1.2	-	-	4.2	-	5.3	-	-	4.5	1.5
Main meal, snacks and hors d'oeuvres	4.9	-	2.5	-	-	3.1	-	-	-	-	-	1.5
Other (not specified)	-	3.6	1.2	-	-	-	-	-	-	-	-	.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	61	28	81	41	33	96	85	19	10	30	44	528

18. **Fish Stick Consumption**

During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	45.7	14.3	39.0	45.9	47.6	40.2	36.2	38.4	34.5	26.8	34.0	36.6
No	54.3	82.8	57.1	47.7	50.0	57.6	63.8	58.9	65.5	64.9	61.6	60.5
Not answered, etc.	-	2.9	3.9	6.4	2.4	2.2	-	2.7	-	8.3	4.4	2.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

If "NO", why haven't you tried them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
No particular reason	58.4	67.2	60.7	62.3	63.4	62.6	66.2	48.7	61.1	57.8	65.3	62.3
General aversion	12.4	4.3	8.1	13.2	7.3	8.1	7.7	14.0	8.3	12.8	8.2	8.9
Taste - does not like fish	6.7	1.7	6.1	1.9	2.4	3.2	2.4	7.0	5.6	2.8	2.0	3.6
Other preference - prefers fresh or canned fish or fresh shellfish	9.0	7.8	12.2	9.4	9.8	9.2	10.1	14.0	13.9	11.0	8.2	10.0
Never tried or not familiar with fish sticks	4.5	9.5	5.4	7.5	9.8	9.7	5.3	4.7	8.3	4.6	9.2	7.1
Lack of cooking instructions	-	-	-	-	-	.6	-	-	-	-	-	.1
Not available	7.9	8.6	3.4	3.8	4.9	2.2	4.7	2.3	-	10.1	4.1	4.9
Health reasons - allergy, doctor's diet forbids, etc.	1.1	-	2.0	-	2.4	.6	.6	7.0	2.8	-	1.0	1.1
Too expensive	-	.9	.7	1.9	-	3.8	1.8	2.3	-	.9	2.0	1.6
Religion	-	-	.7	-	-	-	.6	-	-	-	-	.2
Other reasons	-	-	.7	-	-	-	.6	-	-	-	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	89	116	148	53	41	185	169	43	36	109	98	1,087

19. Fish Stick Consumption

If you have served frozen breaded pre-cooked fish sticks, did you like them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	86.7	90.0	86.1	92.2	82.1	80.6	90.6	82.1	94.7	91.1	90.7	86.9
No.	13.3	10.0	13.9	7.8	17.9	19.4	9.4	17.9	5.3	8.9	9.3	13.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	75	20	101	51	39	129	96	28	19	45	54	657

If "YES", how many times during October did you serve them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Once	35.4	33.3	19.5	17.0	34.3	27.9	25.2	30.4	22.2	22.0	22.4	25.7
Twice	13.8	27.8	26.4	29.8	31.3	28.7	23.0	26.1	38.9	36.6	30.6	27.0
Three times	10.8	11.1	12.6	14.9	6.3	6.7	13.8	17.4	11.1	4.9	4.1	10.2
Four times	7.7	-	8.0	6.4	3.1	10.6	9.2	8.7	11.1	9.7	10.2	8.4
Five times	3.1	-	1.3	-	-	1.0	4.6	-	-	-	-	1.4
Six times	-	-	-	2.1	-	1.0	2.3	-	-	-	-	.7
Seven times	-	-	-	2.1	-	-	1.2	-	5.6	2.4	-	.7
Eight times	-	-	-	-	3.1	1.0	-	-	-	-	2.1	.5
Nine times or more	-	5.6	-	-	-	-	1.2	-	-	4.9	-	.7
No number given and none	29.2	22.2	32.2	27.7	21.9	23.1	19.5	17.4	11.1	19.5	30.6	24.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	65	18	87	47	32	104	87	23	18	41	49	571

If "NO", why didn't you like them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Tasteless	20.0	50.0	50.0	-	14.3	36.0	22.3	40.0	-	75.0	60.0	34.9
Fishy in taste	50.0	-	21.4	25.0	-	12.0	11.1	-	-	-	-	15.1
Limp	30.0	-	14.4	25.0	28.5	12.0	11.1	-	-	-	-	14.0
Prefer shrimp cocktail	-	-	7.1	-	-	16.0	22.2	20.0	-	-	-	9.3
Too dry	-	-	-	25.0	14.3	4.0	11.1	-	100.0	-	20.0	7.0
Too small	-	-	-	-	-	4.0	11.1	-	-	25.0	-	3.5
Do not stay warm long enough	-	-	-	-	-	-	11.1	-	-	-	-	1.1
Other reasons	-	-	-	-	-	-	-	20.0	-	-	-	1.1
No reason given	-	50.0	7.1	25.0	42.9	16.0	-	20.0	-	-	20.0	14.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	10	2	14	4	7	25	9	5	1	4	5	86

SUMMARIES OF REPLIES TO QUESTIONS

20. Fish Stick Consumption

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	9.2	5.6	4.6	8.5	3.1	5.8	6.9	8.7	11.1	12.2	6.1	7.0
No.	87.7	94.4	93.1	89.4	96.9	92.3	92.0	87.0	88.9	85.4	91.8	91.1
Not answered, etc	3.1	-	2.3	2.1	-	1.9	1.1	4.3	-	2.4	2.1	1.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	65	18	87	47	32	104	87	23	18	41	49	571

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	21.5	11.1	11.5	27.7	31.2	24.0	26.4	21.7	16.7	19.5	16.3	21.2
No.	64.6	83.3	81.6	63.8	68.8	68.3	65.5	65.2	77.7	70.7	75.5	70.6
Not answered, etc	13.9	5.6	6.9	8.5	-	7.7	8.1	13.1	5.6	9.8	8.2	8.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	65	18	87	47	32	104	87	23	18	41	49	571

21. Continued.

Fish Stick Consumption

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Fresh fish	28.6	-	10.0	23.0	20.0	24.0	39.1	40.0	33.3	12.5	25.0	25.7
Frozen fish	28.6	-	30.0	7.7	40.0	16.0	13.0	-	33.3	-	12.5	17.4
Canned fish	7.1	-	-	15.4	10.0	16.0	-	20.0	-	-	12.5	8.3
Fresh shellfish	-	-	-	-	-	4.0	-	-	33.4	-	-	1.7
Frozen shellfish	-	50.0	-	-	10.0	-	-	-	-	-	-	1.7
Fresh fish and frozen fish	7.1	-	10.0	15.4	-	8.0	21.7	20.0	-	-	12.5	10.7
Fresh fish and canned fish	7.1	-	10.0	23.1	20.0	12.0	13.0	-	-	12.5	-	11.6
Fresh fish and fresh shellfish	7.1	-	-	-	-	-	-	-	-	-	-	.8
Frozen fish and canned fish	14.4	-	20.0	-	-	4.0	4.4	-	-	-	25.0	6.6
Canned fish and canned shellfish	-	-	-	7.7	-	-	-	-	-	-	-	.8
Fresh fish, frozen fish and canned fish	-	50.0	10.0	-	-	-	4.4	-	-	37.5	-	5.0
Fresh fish, frozen fish, fresh shellfish and frozen shellfish	-	-	-	-	-	-	-	-	-	12.5	-	.8
Fresh fish, fresh shellfish and canned shellfish	-	-	-	-	-	4.0	-	-	-	-	-	.8
Frozen fish, frozen shellfish and canned fish	-	-	-	-	-	4.0	-	-	-	-	-	.8
Fresh fish, fresh shellfish, canned fish and canned shellfish	-	-	-	-	-	-	-	-	-	12.5	-	.8
Fresh fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	10.0	-	-	-	-	-	-	-	-	.8
Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish	-	-	-	-	-	4.0	-	-	-	-	-	.8
Fresh fish, frozen fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	-	-	-	-	-	-	-	12.5	-	.8
Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	-	-	-	-	-	20.0	-	-	-	.8
Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	-	7.7	-	-	-	-	-	-	-	.8
No type given	-	-	-	-	-	4.0	4.4	-	-	-	12.5	2.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	14	2	10	13	10	25	23	5	3	8	8	121

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

22.

During the past year, have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	9.2	12.1	9.3	8.1	12.2	10.6	11.3	11.0	7.3	7.8	6.9	9.8
No	89.0	82.9	83.4	82.9	80.5	84.4	84.2	82.2	90.9	81.5	83.0	84.0
Not answered, etc	1.8	5.0	7.3	9.0	7.3	5.0	4.5	6.8	1.8	10.7	10.1	6.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

If "NO", why haven't you tried them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
No particular reason	54.8	73.3	58.3	66.3	68.2	63.7	69.1	55.0	72.0	65.7	69.5	64.6
General aversion	6.8	3.4	6.9	7.6	6.1	7.4	6.7	10.0	10.0	10.2	6.1	7.2
Taste - does not like fish	4.1	1.7	3.7	1.1	1.5	2.2	1.8	1.7	2.0	2.2	.8	2.3
Other preference - prefers fresh or canned fish or fresh shellfish	17.1	4.3	16.2	7.6	9.1	12.2	11.2	21.6	6.0	13.9	8.3	12.1
Never tried or not familiar with fish sticks	6.2	8.6	6.5	8.7	4.5	5.9	4.9	3.3	4.0	4.4	7.6	6.0
Lack of cooking instructions	.7	-	-	-	-	.8	-	-	-	-	-	.2
Not available	8.2	6.0	5.6	5.4	9.1	5.5	4.9	1.7	2.0	3.6	5.3	5.4
Health reasons - allergy, doctor's diet forbids, etc.	.7	1.0	1.4	1.1	1.5	-	-	5.0	2.0	-	.8	.8
Too expensive	.7	1.7	-	1.1	-	1.5	.9	1.7	-	-	.8	.8
Religion	-	-	.5	-	-	-	.5	-	-	-	-	.1
Other reasons	.7	-	.9	1.1	-	.8	-	-	2.0	-	.8	.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	146	116	216	92	66	271	223	60	50	137	132	1,509

Fish Stick Consumption

23. If you have served frozen breaded uncooked fish sticks, did you like them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	86.7	94.1	100.0	100.0	70.0	85.3	86.7	62.5	100.0	100.0	81.8	88.6
No.	13.3	5.9	-	-	30.0	14.7	13.3	37.5	-	-	18.2	11.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	15	17	24	9	10	34	30	8	4	13	11	175

If "YES", how many times during October did you serve them?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Once	38.5	12.5	37.5	33.3	42.9	27.6	42.3	60.0	25.0	15.4	22.2	31.6
Twice.	15.3	25.0	16.7	33.3	-	13.8	11.5	-	-	61.5	11.2	18.7
Three times.	7.7	6.2	-	22.2	-	13.8	11.5	20.0	-	7.7	22.2	9.7
Four times	-	18.8	8.3	-	-	6.9	-	-	25.0	7.7	-	5.8
Five times	-	-	-	-	14.2	3.4	3.9	-	-	-	-	1.9
Six times.	-	-	-	-	-	-	3.9	-	-	-	-	.7
Eight times.	-	6.2	-	-	-	-	-	-	-	-	-	.7
No number given and none	38.5	31.3	37.5	11.2	42.9	34.5	26.9	20.0	50.0	7.7	44.4	30.9
Totals.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	13	16	24	9	7	29	26	5	4	13	9	155

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

24. Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	-	12.5	4.2	11.1	14.3	13.8	15.4	20.0	25.0	30.8	-	12.3
No	100.0	87.5	95.8	88.9	85.7	79.3	84.6	60.0	75.0	69.2	100.0	85.8
Not answered, etc..	-	-	-	-	-	6.9	-	20.0	-	-	-	1.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	13	16	24	9	7	29	26	5	4	13	9	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

25. Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	15.4	37.5	4.2	-	14.3	20.7	15.4	20.0	-	15.4	22.2	16.1
No	84.6	56.2	91.6	88.9	85.7	62.1	69.2	40.0	100.0	46.1	77.8	71.6
Not answered, etc	-	6.3	4.2	11.1	-	17.2	15.4	40.0	-	38.5	-	12.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	13	16	24	9	7	29	26	5	4	13	9	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

26. If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Prefer pre-cooked	40.0	50.0	26.7	44.4	80.0	33.3	50.0	33.3	-	33.3	40.0	39.6
Quicker served	40.0	50.0	26.7	44.4	80.0	33.3	40.0	33.3	-	33.3	40.0	38.3
No particular reason	-	-	-	-	-	-	10.0	-	-	-	-	1.3
Prefer uncooked	60.0	25.0	33.3	33.3	-	25.0	10.0	-	-	33.4	20.0	24.6
Better taste	-	12.5	33.3	11.1	-	16.7	10.0	-	-	16.7	20.0	14.8
More crisp	20.0	12.5	-	11.1	-	-	-	-	-	16.7	-	4.9
Other reasons	40.0	-	-	11.1	-	8.3	-	-	-	-	-	4.9
No particular preference	-	25.0	40.0	22.3	20.0	41.7	40.0	66.7	100.0	33.3	40.0	35.8
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	5	8	15	9	5	12	10	3	3	6	5	81

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

27. If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	90.8	92.6	98.1	95.8	97.3	92.9	95.1	84.6	88.9	95.7	94.4	94.1
No	9.2	7.4	1.9	4.2	2.7	7.1	4.9	15.4	11.1	4.3	5.6	5.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	76	27	105	48	37	127	102	26	18	46	54	666

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

28. How much breading do you like on breaded fish sticks?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Heavy breading	13.8	7.4	11.2	4.1	13.2	9.8	7.8	7.4	15.8	8.5	18.2	10.6
Medium breading	68.8	81.5	75.7	85.7	73.6	78.8	83.3	85.2	84.2	76.6	74.5	78.0
Thin breading	17.4	11.1	13.1	10.2	13.2	11.4	8.9	7.4	-	14.9	7.3	11.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	80	27	107	49	38	132	102	27	19	47	55	683

29. Fish Stick Consumption

Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes).

FIRST CHOICE

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Largest	51.4	51.9	62.4	61.4	51.4	50.0	63.0	56.5	47.1	54.5	48.1	55.2
Next largest	45.9	33.3	35.6	38.6	45.9	46.9	34.8	43.5	52.9	40.9	51.9	42.1
Smallest	2.7	14.8	2.0	-	2.7	3.1	2.2	-	-	4.6	-	2.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	74	27	101	44	37	128	92	23	17	44	54	641

SECOND CHOICE

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Largest	38.9	15.4	24.5	32.6	31.4	37.7	27.0	30.4	35.3	24.4	34.6	31.1
Next largest	52.8	61.5	60.6	58.1	54.3	50.0	64.0	56.5	47.1	61.0	44.2	55.7
Smallest	8.3	23.1	14.9	9.3	14.3	12.3	9.0	13.1	17.6	14.6	21.2	13.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	72	26	94	43	35	122	89	23	17	41	52	614

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30. What size package of breaded fish sticks do you prefer?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
8 oz.	18.7	35.7	21.7	8.2	19.0	13.2	10.9	15.4	44.4	16.7	18.9	17.3
10 oz	25.0	28.6	33.0	38.8	40.5	30.2	30.7	34.6	16.7	31.2	37.7	31.7
12 oz *	47.5	28.6	39.6	51.0	35.1	48.1	54.4	46.1	38.9	50.0	37.7	45.3
16 oz	6.3	7.1	3.8	2.0	2.7	5.4	2.0	-	-	-	3.8	3.6
24 oz	-	-	-	-	-	-	-	3.9	-	-	-	.2
Others (size not given)	-	-	1.9	-	2.7	-	1.0	-	-	-	-	.6
Don't know.	2.5	-	-	-	-	3.1	1.0	-	-	2.1	1.9	1.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	80	28	106	49	37	129	101	26	18	48	53	675

* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

31.

Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Not seasoned	9.9	10.7	10.1	12.2	12.5	13.5	18.4	10.7	10.5	12.5	7.3	12.3
Moderately seasoned	86.4	75.0	86.2	83.7	82.5	82.0	77.7	75.0	84.2	81.2	89.1	82.6
Highly seasoned	3.7	14.3	3.7	4.1	5.0	4.5	3.9	14.3	5.3	6.3	3.6	5.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	81	28	109	49	40	133	103	28	19	48	55	693

32.

For what purposes have you served fish sticks during the past year?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Main meal	85.2	85.2	78.7	85.7	80.0	85.9	77.7	85.7	78.9	83.3	80.4	82.2
Snacks	-	11.1	10.2	2.0	5.0	4.4	8.7	3.6	-	6.3	7.1	5.8
Hors d'oeuvres	-	-	.9	-	-	-	-	-	-	-	1.8	.3
Main meal and snacks	12.3	3.7	6.5	12.3	10.0	8.1	13.6	10.7	21.1	10.4	10.7	10.2
Main meal and hors d'oeuvres	-	-	.9	-	5.0	.8	-	-	-	-	-	.6
Snacks and hors d'oeuvres	-	-	1.9	-	-	-	-	-	-	-	-	.3
Main meal, snacks and hors d'oeuvres	2.5	-	.9	-	-	.8	-	-	-	-	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	81	27	108	49	40	135	103	28	19	48	56	694

33.

Fish Stick Consumption

The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (species) of fish from which the fish sticks are made?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	43.4	32.1	42.9	40.8	47.4	30.2	37.6	42.3	26.3	36.6	35.3	37.9
No	56.6	67.9	57.1	59.2	52.6	69.8	62.4	57.7	73.7	63.4	64.7	62.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	76	28	105	49	38	129	101	26	19	41	51	663

If "YES", which kind (species) or kinds do you prefer?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Haddock	24.2	22.2	28.9	10.0	27.7	7.7	44.7	18.2	40.0	26.7	27.7	25.1
Cod	18.2	11.1	31.1	35.0	27.7	28.2	2.6	9.1	20.0	6.7	16.7	20.3
Ocean perch	12.1	11.1	6.7	20.0	5.6	28.2	13.2	18.2	20.0	26.7	16.7	15.5
Flounder or sole	6.1	11.1	4.4	5.0	11.1	7.7	15.8	9.1	-	6.7	-	7.6
Halibut	15.2	11.1	4.4	15.0	5.6	2.6	10.5	9.1	-	-	-	7.2
Rockfish	-	-	-	-	-	-	2.6	-	-	-	-	.4
Certain fresh-water fish	-	-	4.4	-	5.6	-	-	9.1	-	-	-	1.6
Other salt-water fish	-	11.2	-	-	-	2.6	-	-	-	-	-	.8
"Other" fish	-	-	2.3	-	-	2.6	2.6	-	-	-	-	1.2
No particular species listed	24.2	22.2	17.8	15.0	16.7	20.4	8.0	27.2	20.0	33.2	38.9	20.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	33	9	45	20	18	39	38	11	5	15	18	251

34. Fish Stick Consumption

Are there any kind (species) of fish from which fish sticks are made that you do not like?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	25.0	12.0	18.4	9.8	20.0	10.6	14.6	17.4	-	11.4	16.7	15.0
No	75.0	88.0	81.6	90.2	80.0	89.4	85.4	82.6	100.0	88.6	83.3	85.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	60	25	87	41	30	113	82	23	16	35	42	554

If "YES", what kind (species) do you not like?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Cod	40.0	33.3	43.7	50.0	50.0	41.7	66.7	-	-	25.0	42.8	43.4
Haddock	-	-	-	25.0	-	16.6	8.3	-	-	-	14.4	6.0
Ocean perch	6.7	-	12.5	-	-	-	-	-	-	-	-	3.6
Rockfish	6.7	33.3	-	-	16.7	-	-	-	-	-	-	3.6
Halibut	13.3	-	-	-	-	-	-	-	-	-	-	2.4
Mullet	-	-	6.3	-	-	-	-	-	-	-	-	1.3
Certain fresh-water fish	13.3	-	-	-	-	-	-	-	-	25.0	-	3.6
Other salt-water fish	-	33.4	-	-	16.6	-	-	-	-	25.0	-	3.6
No particular species listed	20.0	-	37.5	25.0	16.7	41.7	25.0	100.0	-	25.0	42.8	32.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0
Number of answers	15	3	16	4	6	12	12	4	-	4	7	83

Family Home Consumption

35. How many times during October did your family eat fish or shellfish as a main course at home?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
None	16.5	30.0	18.1	13.6	17.1	15.3	16.2	20.5	20.0	22.6	22.0	18.7
Once	5.5	8.6	5.0	9.9	4.9	8.7	9.1	2.7	5.5	6.5	5.7	7.0
Twice	15.2	12.1	12.0	10.8	26.8	17.4	15.8	11.0	18.2	14.9	12.6	14.9
Three times	11.6	7.9	8.5	13.6	7.3	11.2	11.3	13.7	21.8	7.7	10.1	10.6
Four times	25.0	12.1	22.4	18.8	18.3	21.8	23.8	26.0	9.1	23.2	23.8	21.5
Five times	10.4	8.6	10.4	9.0	8.5	10.9	8.3	6.8	7.3	5.4	4.4	8.6
Six times	6.7	5.0	8.9	7.2	8.5	6.2	3.8	5.5	3.6	6.5	6.3	6.3
Seven times	4.3	.7	.4	2.7	1.2	1.0	4.2	1.4	1.8	1.3	1.3	1.9
Eight times	1.8	4.3	5.8	4.5	2.5	3.1	3.0	6.8	1.8	2.4	3.1	3.6
Nine times or more	1.2	2.1	1.9	4.5	1.2	2.2	2.6	2.8	-	6.5	5.0	2.8
Not answered, etc.	1.8	8.6	6.6	5.4	3.7	2.2	1.9	2.8	10.9	3.0	5.7	4.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

36. Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	42.7	35.0	44.8	46.8	50.0	40.8	43.0	38.4	32.7	36.3	43.4	41.7
No	56.1	55.0	49.0	45.9	46.3	54.8	52.8	56.2	58.2	59.5	50.3	53.1
Not answered, etc.	1.2	10.0	6.2	7.3	3.7	4.4	4.2	5.4	9.1	4.2	6.3	5.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

If "YES", what is the season?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Lent	15.7	6.1	19.8	32.7	34.1	35.8	29.8	39.3	33.2	13.1	31.9	26.1
Summer	38.6	12.2	31.9	23.1	31.7	21.4	28.1	39.3	16.7	19.7	14.5	25.5
Winter	18.6	24.5	20.7	17.3	12.2	13.0	14.0	7.1	27.7	19.7	27.5	17.9
Spring	10.0	24.5	8.6	11.5	9.8	14.5	11.4	7.1	5.6	26.2	11.6	13.1
Fall	1.4	10.2	4.3	1.9	2.4	3.8	3.5	-	5.6	1.6	5.8	3.7
"R" months	2.9	8.2	4.3	-	-	1.5	.9	-	5.6	1.6	1.5	2.3
Advent	-	-	1.8	-	-	.8	-	-	-	-	-	.4
Fall and winter	7.1	10.2	4.3	7.7	2.4	4.6	7.0	3.6	-	6.6	2.9	5.5
No season given	5.7	4.1	4.3	5.8	7.4	4.6	5.3	3.6	5.6	11.5	4.3	5.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	70	49	116	52	41	131	114	28	18	61	69	749

37.

Group Restaurant Consumption

Do you and your family as a group ever eat fish or shellfish in restaurants?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	62.8	28.6	57.9	37.8	53.7	42.7	34.3	42.5	20.0	38.1	41.5	43.4
No	36.6	68.6	37.5	55.9	42.7	55.5	62.6	57.5	74.5	57.1	50.3	53.0
Not answered, etc	.6	2.8	4.6	6.3	3.6	1.8	3.1	-	5.5	4.8	8.2	3.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

If "YES", why does your family as a group eat fish or shellfish in restaurants?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Like fish or shellfish	37.8	32.5	35.3	31.0	36.4	38.0	32.9	25.8	54.5	43.7	42.4	36.7
Restaurants prepare fish or shellfish better	16.5	17.5	18.7	14.3	15.9	13.1	23.1	19.4	-	26.6	12.1	17.3
More varied selections available	19.4	20.0	15.3	9.5	15.9	17.5	12.1	29.0	18.2	12.5	15.2	16.2
Don't like to cook fish at home	7.8	2.5	5.3	9.5	11.4	3.6	8.8	12.9	-	4.7	7.6	6.6
Price moderate	4.9	2.5	2.7	4.8	-	5.2	1.1	-	9.1	-	-	2.7
Eat out on Friday	1.9	5.0	8.0	11.9	6.8	5.8	2.2	3.2	9.1	3.1	3.0	5.2
Treat for family	4.9	7.5	2.0	9.5	4.5	6.6	4.4	3.2	9.1	4.7	4.5	4.9
Other reasons	-	-	.7	-	-	-	-	-	-	-	-	a/
No reason given	6.8	12.5	12.0	9.5	9.1	10.2	15.4	6.5	-	4.7	15.2	10.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	103	40	150	42	44	137	91	31	11	64	66	779

a/ Less than .05 percent.

Group Restaurant Consumption

38.

How many times during October did your family as a group eat in a restaurant?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
None	30.1	45.0	33.3	33.3	34.1	32.1	50.5	35.4	18.1	34.3	33.2	35.3
Once	18.4	15.0	12.0	19.0	15.9	19.7	14.3	12.9	27.3	12.5	15.2	15.8
Twice	13.6	15.0	11.3	9.5	6.8	19.0	12.1	12.9	27.3	20.3	16.7	14.4
Three times	4.9	7.5	11.3	11.9	13.6	9.5	11.0	9.7	9.1	9.4	7.6	9.5
Four times	11.7	7.5	12.7	9.5	11.4	6.6	1.1	9.7	9.1	6.3	9.1	8.6
Five times	4.9	5.0	3.3	4.8	2.3	6.6	2.2	-	-	4.7	6.1	4.2
Six times	2.9	-	5.3	7.2	2.3	2.9	1.1	9.7	9.1	-	6.1	3.6
Seven times	1.9	-	.8	-	-	.7	1.1	-	-	-	-	.6
Eight times	5.8	-	4.0	4.8	4.5	.7	-	6.5	-	3.1	1.5	2.8
Nine times or more	4.9	5.0	6.0	-	9.1	1.5	5.5	3.2	-	9.4	4.5	4.7
Not answered, etc.	.9	-	-	-	-	.7	1.1	-	-	-	-	.5
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	103	40	150	42	44	137	91	31	11	64	66	779

151

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
None	20.8	13.7	21.0	7.1	24.1	17.2	8.9	15.0	22.2	18.9	22.7	18.1
Once	27.8	31.8	30.0	42.9	34.5	37.6	33.4	30.0	44.4	28.6	27.3	32.3
Twice	25.0	27.3	22.0	25.0	17.2	31.2	31.1	30.0	33.4	28.6	25.0	26.4
Three times	15.3	18.2	10.0	21.4	17.2	3.2	13.4	10.0	-	9.5	11.4	11.1
Four times	5.5	4.5	10.0	-	3.5	6.4	4.4	10.0	-	4.8	9.1	6.3
Five times	-	-	4.0	-	-	2.2	4.4	-	-	-	4.5	2.0
Six times	2.8	4.5	2.0	-	3.5	2.2	-	5.0	-	2.4	-	2.0
Seven times	-	-	-	-	-	-	-	-	-	2.4	-	.2
Eight times	1.4	-	-	3.6	-	-	-	-	-	-	-	.4
Nine times or more	-	-	1.0	-	-	-	-	-	-	4.8	-	.6
Not answered, etc.	1.4	-	-	-	-	-	4.4	-	-	-	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	72	22	100	28	29	93	45	20	9	42	44	504

39.

Group Restaurant Consumption

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at other times during the year?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	24.3	17.5	28.0	26.2	13.6	17.5	22.0	45.2	36.4	26.6	24.2	23.9
No	74.8	77.5	68.0	71.4	81.8	81.0	76.9	51.6	63.6	73.4	72.7	73.8
Not answered, etc	.9	5.0	4.0	2.4	4.6	1.5	1.1	3.2	-	-	3.1	2.3
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	103	40	150	42	44	137	91	31	11	64	66	779

If "YES", write season.

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Summer	48.0	14.3	40.4	18.1	50.0	33.3	45.0	50.0	-	23.5	18.7	35.4
Winter	24.0	14.3	21.4	27.3	-	16.7	15.0	7.1	25.0	23.5	18.7	18.8
Spring	-	14.3	4.8	-	-	-	-	7.1	25.0	5.9	-	3.2
Fall	-	42.8	4.8	27.3	-	4.2	-	-	-	11.8	12.5	7.0
Fall and winter	8.0	14.3	7.1	-	-	-	10.0	7.1	25.0	-	-	5.4
Lent	8.0	-	14.3	9.1	33.3	33.3	20.0	14.5	-	23.5	43.8	19.4
"R" months	-	-	2.4	9.1	-	8.3	5.0	7.1	-	-	6.3	3.8
No particular season	12.0	-	4.8	9.1	16.7	4.2	5.0	7.1	25.0	11.8	-	7.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	25	7	42	11	6	24	20	14	4	17	16	186

40. Individual Consumption Away From Home

During the month of October, were there steady workers in your family?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	92.1	56.4	88.0	91.9	89.0	91.3	88.7	90.4	80.0	26.8	62.3	78.7
No.	6.7	37.9	6.6	2.7	7.3	5.3	8.7	8.2	16.4	71.4	32.1	17.6
Not answered, etc	1.2	5.7	5.4	5.4	3.7	3.4	2.6	1.4	3.6	1.8	5.6	3.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	164	140	259	111	82	321	265	73	55	168	159	1,797

The number of responses to the latter part of this question was inadequate for statistical purposes.

41. Recipes and Fish Cooking

Do you now have enough information on fish and shellfish cookery?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	59.1	37.9	52.5	49.5	48.8	53.0	47.9	54.8	41.8	56.0	49.1	50.8
No.	37.8	52.1	40.2	41.4	41.5	42.4	47.5	38.4	45.5	35.1	42.1	42.3
Not answered, etc	3.1	10.0	7.3	9.1	9.7	4.6	4.6	6.8	12.7	8.9	8.8	6.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.	164	140	259	111	82	321	265	73	55	168	159	1,797

Recipes and Fish Cooking

42. How do you now get information on the preparation of fish and shellfish?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Cookbooks	57.9	27.1	45.9	44.1	51.2	46.4	49.8	45.2	34.4	44.0	42.8	45.5
Labels, wrappers, etc	12.8	12.9	13.9	12.6	17.1	14.3	10.2	12.3	14.5	4.2	10.1	12.0
Publications (magazines, newspapers, etc.)	9.1	12.9	13.5	10.8	9.8	10.3	9.4	6.8	10.9	13.1	10.1	10.9
Word of mouth	5.5	4.3	5.0	4.5	8.5	6.2	6.8	6.8	3.7	7.1	5.0	5.8
Family recipes	5.5	2.9	5.0	8.1	1.2	4.0	6.0	2.8	3.7	6.6	7.5	5.1
Radio and TV	1.3	1.4	1.6	-	1.2	-	1.5	2.8	3.7	-	.6	1.0
Recipes and pamphlets received in stores	-	-	.8	1.9	-	1.3	.5	-	-	-	.6	.6
Other means	-	-	-	-	-	.4	-	-	-	-	-	.1
Not answered, etc	7.9	38.5	14.3	18.0	11.0	17.1	15.8	23.3	29.1	25.0	23.3	19.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

43. Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	23.2	12.2	20.8	18.0	26.8	20.2	16.6	23.3	18.2	14.9	16.4	18.8
No.	68.9	62.1	64.9	65.8	58.5	64.5	67.5	60.3	69.1	67.9	61.6	65.1
Not answered, etc	7.9	25.7	14.3	16.2	14.7	15.3	15.9	16.4	12.7	17.2	22.0	16.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

If "YES", what are they?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Publications (magazines, newspapers, etc.)	23.7	17.6	29.6	35.0	31.8	30.7	27.3	41.2	20.0	32.0	30.8	29.3
Cookbooks	31.5	23.6	27.8	25.0	31.8	23.1	43.2	17.6	40.0	28.0	23.1	28.7
Labels, wrappers, etc.	18.4	17.6	22.2	10.0	18.2	20.0	13.6	17.6	-	24.0	19.2	18.0
Radio and TV	7.9	17.6	11.1	15.0	9.2	7.7	4.5	-	-	4.0	23.1	9.2
Recipes and pamphlets received in stores	7.9	11.8	5.6	15.0	4.5	9.2	6.8	17.6	30.0	8.0	3.8	8.9
Word of mouth	10.6	11.8	3.7	-	4.5	6.2	2.3	6.0	10.0	-	-	4.7
Family recipes	-	-	-	-	-	3.1	-	-	-	-	-	.6
Other means	-	-	-	-	-	-	2.3	-	-	4.0	-	.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	38	17	54	20	22	65	44	17	10	25	26	338

Receipes and Fish Cooking

44.

Do you, the homemaker, work outside of your home?

	Professional	Farmers	Proprietors	Clerical	Sales Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	18.9	15.0	29.0	25.2	18.3	23.1	30.2	28.8	18.2	18.5	52.2	26.1
No	81.1	84.3	68.7	69.4	79.3	76.6	69.8	71.2	81.8	81.5	47.8	73.0
Not answered, etc	-	.7	2.3	5.4	2.4	.3	-	-	-	-	-	.9
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	164	140	259	111	82	321	265	73	55	168	159	1,797

If "YES", do you work full time or part time?

	Professional	Farmers	Proprietors	Clerical	Sales-Workers	Craftsmen	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Full time	54.8	28.6	48.0	60.7	40.0	58.1	41.3	42.9	20.0	35.5	55.4	48.2
Part time	45.2	71.4	50.7	39.3	60.0	41.9	58.7	57.1	80.0	64.5	44.6	51.6
Not answered, etc	-	-	1.3	-	-	-	-	-	-	-	-	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	31	21	75	28	15	74	80	21	10	31	83	469

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